

The

We give thanks, this day, for His guidance in

Inland

our struggle for freedom throughout the world

Printer

Thanksgiving ★ 1943



WANTED FOR WAR SERVICE

More men are needed to cut more trees. Government names pulpwood one of the most critical war materials, for pulp makes high explosives, rayon parachutes, surgical dressings. And paper protects food shipments, packs ammunition, medicines, blood plasma, and gun and plane replacement parts; performs a thousand vital services for fighters and civilians. The trees are there ready to be cut, but woodmen are scarce. Aided by publicity and advertising, Government and the pulp and paper industry are urging more men to get into the woods at once and take part in this vital war work.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

Back the Attack—Buy More War Bonds!

Typography Offers One Means to Conserve Paper

In making the most of every available sheet of paper, thoughtfully-planned typography can be a major factor.

- One piece of printing may well bring notably greater results than another of the same size carrying the same message. Such difference in results often may be accounted for by the difference in effectiveness of the layout, typeface selection and typeline arrangement—in short, the typography of the two pieces.
- Even when page or sheet sizes must be cut down to keep within lowered paper quotas, few are the pieces of printing which cannot retain full effectiveness, if the typography is carefully studied to achieve the aim of attracting and holding attention.
- Typeface selection is of prime importance in such an effort. And all really significant lines should be set in effective display, more than ever now when so many readers are hard-pressed for time. Such display lines are vitally important in attracting and holding attention.
- Ludlow typefaces, in varied designs, weights and widths, can be of great help to the printer who, in spite of reduced paper allowances, undertakes to produce pieces which must obtain attention and hold interest in order to bring results.
- Specimen sheets of effective modern Ludlow typefaces, in Ludlow matrix form for economical job and display composition, will be sent gladly upon request.

Ludlow Typograph Company

2032 Clybourn Avenue + + + Chicago 14, Illinois

Back the Attack—Buy More War Bonds!

When Writing These Advertisers, Please Mention THE INLAND PRINTER

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



The dependability and integrity of the scarlet coated guardians of the Old Northwest are traditional. Traditional, also, are the qualities of all Northwest Papers. It will always be our intent to provide in Northwest products the elements of uniformity and workability essential to better and more

economical printing. To this end our skilled paper makers continuously devote themselves. That the resulting papers are universally recognized as the best that good papers can be is our greatest incentive to keep them so. Depend on Northwest Papers — they will serve you well.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

Published monthly by TradePress Publishing Corporation, 309 West Jackson Boulevard, Chicago, Illinois. Subscription rate \$4.00 a year in advance; single copies, 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A. P. O. Box 100, Toronto.) Foreign \$5.00 a year; single copies, 50 cents. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1943, TradePress Publishing Corporation.

EXCELLENT

reserve for practical postwar planning



A drawerful of U. S. War Savings Bonds
and one or more Miller Credit Certificates*



Miller Credit Certificates* are obtainable under two options of the Miller War-time Scrap Allowance Plan. Option 2 affords an extra inducement in Certificate value, if U. S. War Savings Bonds are purchased with proceeds from the old equipment scrapped. Both options of this unique Scrap Plan provide opportunity to aid the war effort while establishing a reserve for postwar pressroom modernization. Full details will gladly be given, on request.

Miller Printing Machinery Co., Pittsburgh



Paper takes a waste measure

DAY BY DAY the need for wood pulp mounts.

Long ago the paper and pulp industry took on far greater responsibilities than the routine office supplies of war — forms, books, bonds and stamps by the billion.

Wood pulp today is a vital material of war.

It is used in producing hand grenades, gas tanks, camouflage, ammunition boxes, and hundreds of other fighting aids. It is molded into airplane wing tips. It is impregnated with resins and pressed into metal bearings and gears.

The need is so great that the paper industry is salvaging waste paper and paper board at the

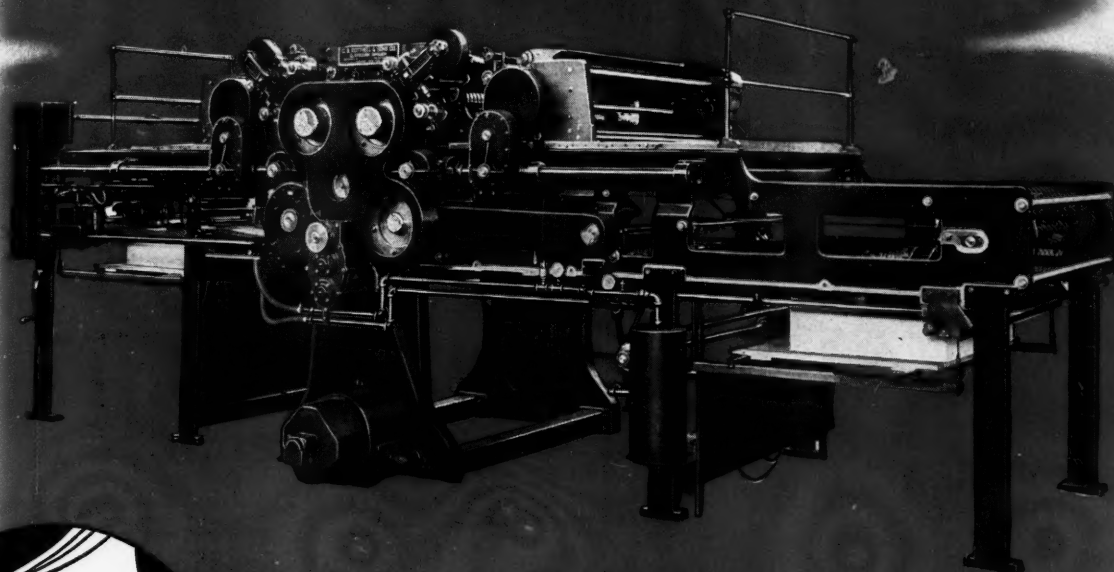
rate of 500,000 tons a month. As a matter of fact, it has never stopped trying to protect its source of supply. While the needed lumber jacks are lacking, vigorous salvage campaigns are helping enormously to supply paper fiber and to make up for steady deficits in virgin pulp. The results have been valuable to every phase of the war effort.

Making a thousand miles of paper a day, as we do, we are in close touch with every need and development in the industry. We know that waste paper will play an important part until peace is ours. Save your paper waste and do it methodically. *Get in touch with your local salvage committee!*

OXFORD PAPER COMPANY

EXECUTIVE OFFICES: 230 Park Ave., New York 17, N. Y.
WESTERN SALES OFFICE: 35 E. Wacker Dr., Chicago 1, Ill.
MILLS AT: Rumford, Maine; West Carrollton, Ohio



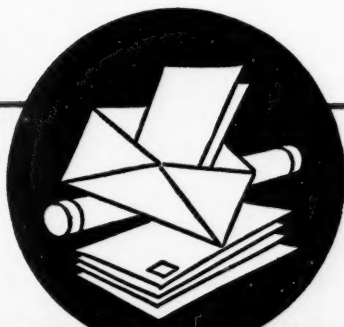
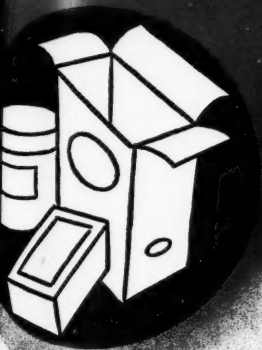


One PRESS.... *Many* JOBS

The present war has proved more conclusively than ever before, the versatility of the Cottrell-Claybourn two-color rotary press. It is being used today in the printing of labels, direct mail folders, booklets and in two and four color publication printing. Production reports from users show that it combines high speed — handling over 5500 sheets an hour in two colors.

Such performance is taking place

on pre-war Cottrell-Claybourn presses now in operation all over the country. However, even though the production of printing presses has been curtailed in deference to more vital war work, post-war research on press design is continuing unabated at the Cottrell plant. Even now, plans are being perfected for a still faster two-color press for delivery after a victorious peace has been established.



C. B. Cottrell & Sons Co.

Westerly, R. I.

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Avenue, Milwaukee, Wis. • Smyth-Horne, Ltd., Chipstead, Surrey, England

WEAPONS TODAY MEAN PRESSES TOMORROW!



Prominent Users of Strathmore Letterhead Papers: No. 41 of a Series



**is your letterhead
"TOP FLIGHT"?**

Up where man has never fought before soars a U. S. Navy Vought Corsair, powered to outclimb and overtake any known enemy plane in the sky. And its mighty 2,000 horsepower Pratt & Whitney engine, supercharged for high altitude combat, is Nash-Kelvinator's proud contribution to the winning of this war.

Proud, too, is the Nash-Kelvinator letterhead on Strathmore paper. More and more great companies choose Strathmore, because it is "top flight". It expresses at a glance the power and standing of your organization. Yet a letter written on the finest Strathmore paper costs only a small percent more than one on cheap paper! Write for analysis of letter costs.

Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Strathmore Writing, Thistlemark Bond, Bay Path Bond and Alexandra Brilliant.

STRATHMORE **MAKERS
OF FINE
PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**



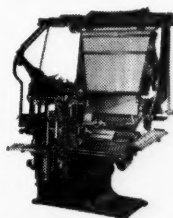
GUNS·TANKS·PLANES·SHIPS



Today

The Linograph Company is devoting its entire time and effort to all-out war production. Night and day, men and women toil in the Linograph plant to bring this war to an earlier conclusion. Linograph is producing ordnance that is in active service on every war front. On tanks, on planes, on guns, on ships, Linograph precision skilled workmanship contributes to the high efficiency of the American armed forces. Linograph is proud to offer this service to our country.

Tomorrow



Model 50 Linograph

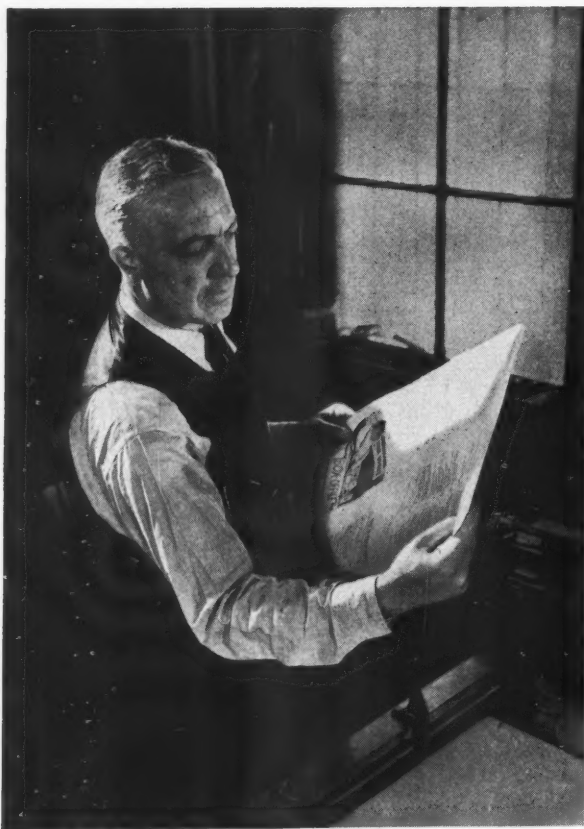
When competition will be keen, the Linograph (a BETTER typesetting machine) will again supply the printing industry with a better method of machine type setting. Your post-war plans should call for a thorough investigation of Linograph. Send for our catalog.

A good investment is War Bonds, today

LINOGRAPH COMPANY.

DAVENPORT

IOWA



I *Told* SAM TREVORS WE COULD DO IT!

He'd been fussing around with this broadside for two weeks . . . nothing seemed to suit him. Said no matter what he did, it looked flat . . . couldn't get it to *spark*.

"Now, Sam," I said, "you just quit wearing yourself out playing with that, and let me show you what a good printer can do to it." You see, I knew I had what it would take to make that broadside come alive and tick.

I didn't make much change in Sam's layout . . . it was pretty good, in fact . . . but when I got through stepping up the display lines and boxed-in features with those stylish, up-to-snuff, new ATF type faces I'd just put in, you'd never have believed it was the same job.

When Sam saw it, he was tickled pink . . . and he paid me the kind of compliment I like best.

"Jim," he said, "I've been mulling over a series of six mailing folders, but I see I'm wasting my time. You take them along and make them talk with that new type of yours."

That's the sort of praise that pays profits!

•

Ask your ATF Salesman to show you "TOPS IN TYPOGRAPHY," a portfolio of good printed pieces produced in your own territory.

Win the "praise that pays" for your shop with these modern ATF faces. Complete showings of these and other ATF types will gladly be supplied.

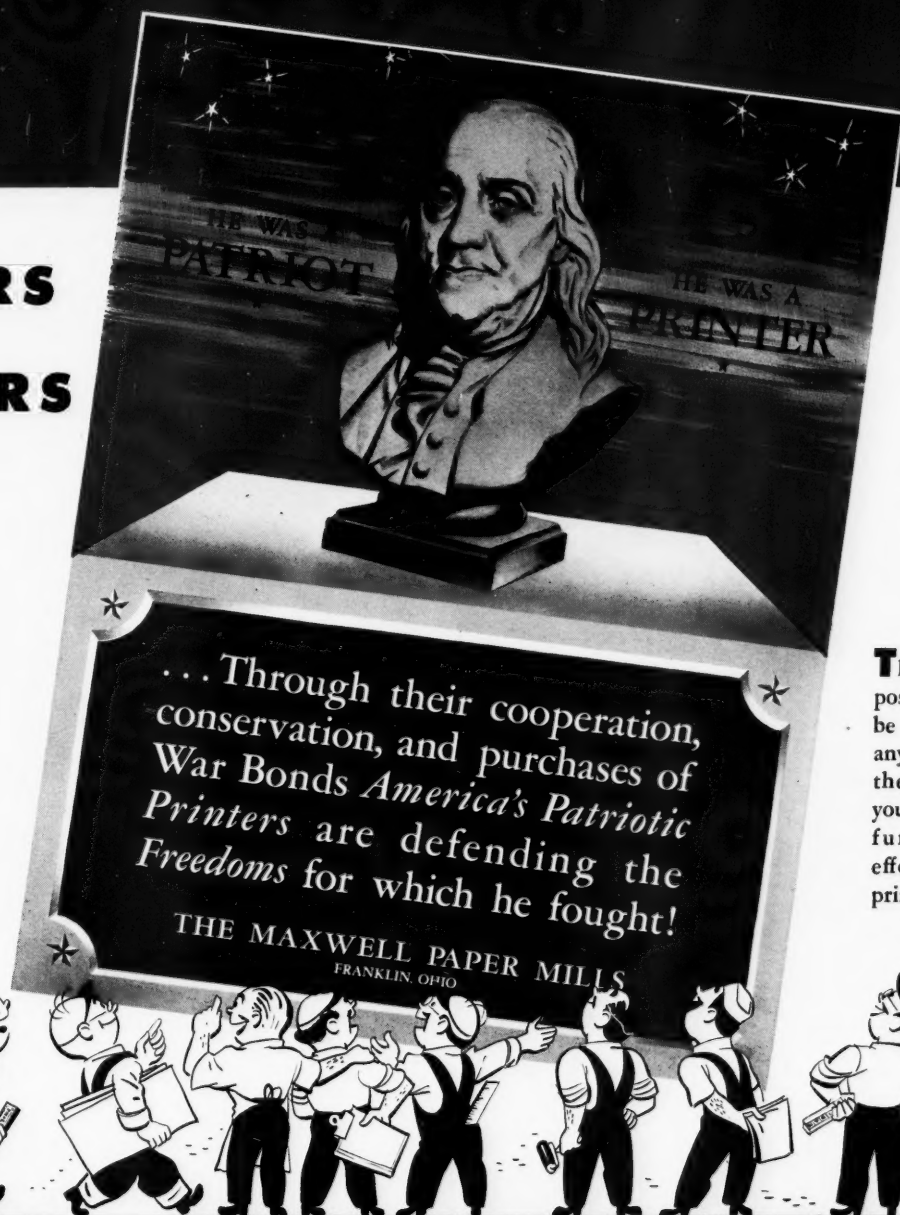
Stymie Black
Lydian and Italic
Garamond Bold
Franklin Gothic
Typo Script
Ultra Bodoni

This advertisement is set in Cheltenham and Grayda.

AMERICAN TYPE FOUNDERS

Branches and Dealers in Principal Cities

POSTERS FOR PRINTERS



Three of these colorful posters, 17" by 22", will be sent free of charge to any printer who requests them. Display them in your office and plant—to further stimulate the efforts of the patriotic printers of America.

Back the Attack—with WAR BONDS

Maxwell

Bond & Offset

THE MAXWELL PAPER MILLS • FRANKLIN, OHIO



Write! DON'T RIDE!



"RESERVE me a lower" isn't being said so frequently these days. Instead more and more of your letterhead customers are learning the advantage of contact-by-mail. Writing rather than riding saves them time, saves expense and relieves overcrowded transportation systems. Furthermore, when your customers write on

rag-content Correct Bond, their visits by mail are made with character and prestige. You can always count on the dignity and quality "feel" of Correct Bond letterheads to make visits by mail most effective.

1 1 1

THE AETNA PAPER MILLS, DAYTON, OHIO

★
Buy
MORE ★
War Bonds
★

Correct Bond

RAG-CONTENT • AIR-DRIED

DISTRIBUTION



Thorough and complete distribution on the ATF Kelly press is attained through a pyramid system of easily adjusted rollers that continually break up the ink, maintaining its ideal consistency, and providing uniform coverage constantly whatever the speed of the press. On heavy forms, or fine halftone and process color work, the ATF Kelly press is unsurpassed for the quality of work it produces at high speeds.

We are inviting inquiries now for delivery of ATF Kelly presses after the war is won. Write or tell us the sizes of presses in which you will be interested.

ATF Kelly... THE PRESS OF TODAY AND TOMORROW



BUILT AND BACKED BY
american
TYPE FOUNDERS
200 ELMORA AVENUE
ELIZABETH, NEW JERSEY

Please Mention THE INLAND PRINTER When Writing These Advertisers

*"Horse and **M**an vanquish Time and Distance"*



On an afternoon in April, 1860, an expert rider mounted on a fleet pony dashed out of St. Joseph, Missouri, carrying letters and news, destination the Pacific Coast, two thousand miles away. It was the birth of the PONY EXPRESS. Relays of other riders rushed the precious saddlebags over the rugged trail to San Francisco in nine days. The world stood amazed, and editors wrote: "HORSE AND MAN VANQUISH TIME AND DISTANCE." ♦ ♦ The Pony Express of 1860, like the antique printing press of the same age, is now but a romantic memory. But both Pony and Press remain significant of vital facts. Each served its purpose in a pioneering age. Each was the forerunner of tremendous developments in the printing and transmission of news. The demands of the future upon air service and the lithographic and printing press are unpredictable, but even now editors could pen the headline: PLANE AND PRESS VANQUISH TIME AND DISTANCE.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

HARRIS · SEYBOLD · POTTER · COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY • • • • •

SEYBOLD DIVISION
DAYTON 7, OHIO
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



LET 'ER ROLL!

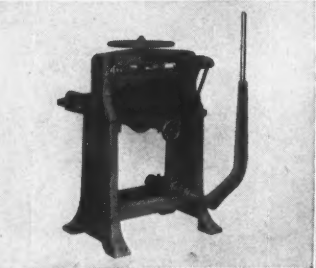
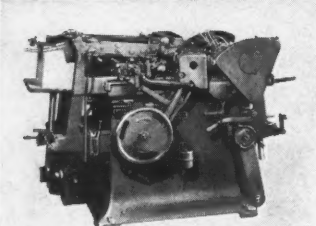
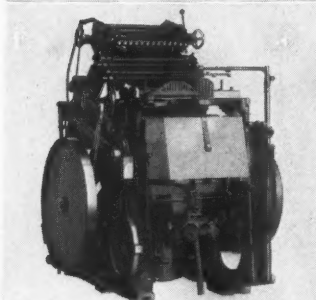
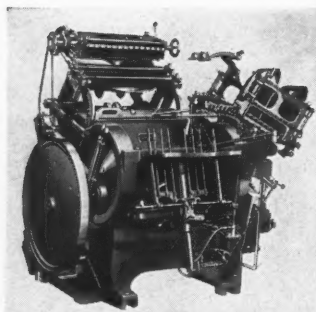
SAVE TO WIN

Buy War Bonds!

Production lines, like railroad lines, must keep vital war material moving. That's why so many wartime industries have taken a tip from the railroads and installed "block signal systems" of their own... featuring production forms printed on the six easy-to-see, hard-to-overlook wartime colors of

HOWARD BOND

Also available in White and Ivory . . . for letterheads

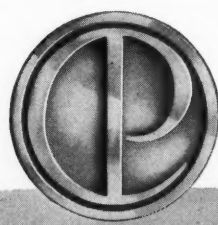


SINCE government restrictions have drastically curtailed the production of printing equipment, careful maintenance is an indispensable must.

While Chandler & Price facilities are devoted entirely to the production of materiel for war and to the manufacture of printing presses only upon government order, our service and parts departments will spare no effort to help you keep your C & P presses and cutters in operation.

To insure maximum service from Chandler & Price equipment:

1. Operate it carefully. Avoid careless handling.
2. Keep machines clean.
3. Lubricate often with clean lubricants.
4. Inspect working parts daily for proper adjustment, for loose connections, and for correct operation.
5. Repair or replace worn parts promptly.
6. Anticipate your need for repair or parts to avoid costly delays.
7. Feel free to consult us for advice and suggestions as to how to get the most out of your equipment.



THE CHANDLER & PRICE COMPANY

CLEVELAND, OHIO

Builders of Printing Equipment for more than 50 years



Every step in the construction of the Army's 155-mm. howitzer, now blasting the Axis, was begun—*on paper!*

From the first tentative equations of the stress-engineer, from blueprints to inspection charts, paper cleared the way for its design, its construction, its assembly, and, finally, its shipment from arsenal to convoy to invasion front.

Hamilton Papers are in the service of our

country, on the war front and on the home front . . . and for civilian needs that are vital, these "good papers for good business" will be available to meet those needs.

Rely on Hamilton merchants the nation over to help you, but Victory must not wait for lack of paper.

W. C. Hamilton & Sons, Miquon, Montgomery County, Pennsylvania. . . Offices in Chicago and New York.

HAMILTON PAPERS



When Writing These Advertisers, Please Mention THE INLAND PRINTER

15

Bring your flexible joint problems to BARCO

Flexible Ball Joints • Swivel Joints • Revolving Joints

Write to Engineering-Sales Department
BARCO MANUFACTURING COMPANY
NOT INC.

1821 W. Winnemac Ave.
Chicago 40, Illinois

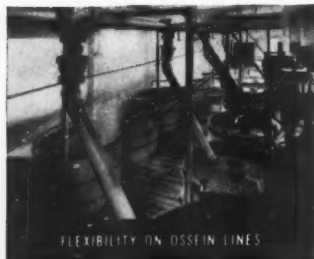
In Canada, The Holden Co., Ltd.
Montreal, Canada



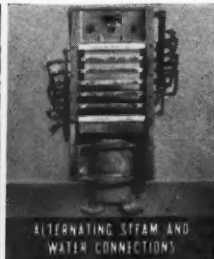
STEAM LINE TO TILTING MIXERS



OIL DOCK UNLOADING LINES



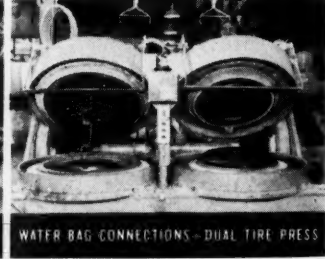
FLEXIBILITY ON OSSEIN LINES



ALTERNATING STEAM AND
WATER CONNECTIONS



FLEXIBILITY IN MUD PUMP LINES



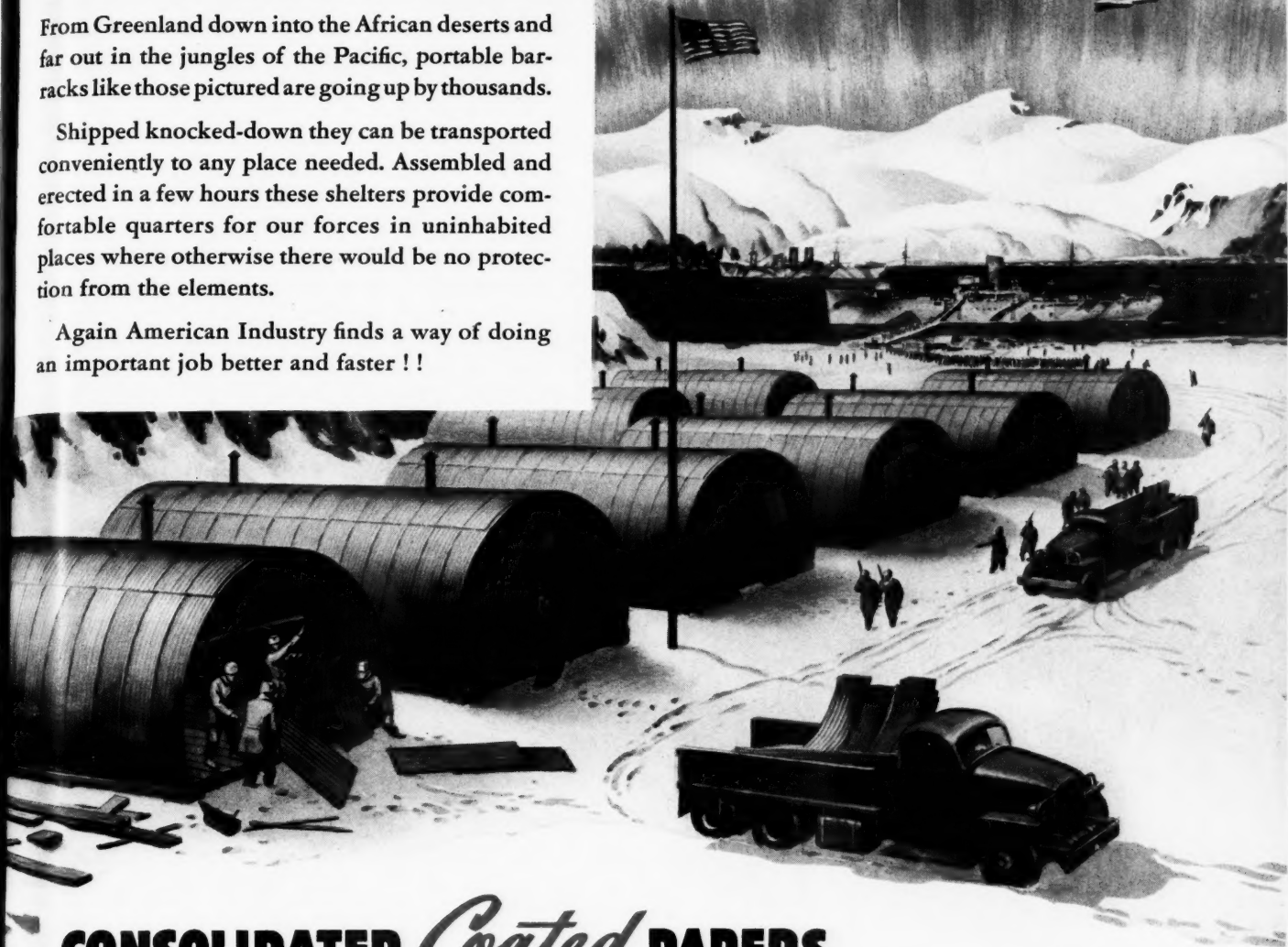
WATER BAG CONNECTIONS - DUAL TIRE PRESS

SHATTERING ALL TRADITIONS

From Greenland down into the African deserts and far out in the jungles of the Pacific, portable barracks like those pictured are going up by thousands.

Shipped knocked-down they can be transported conveniently to any place needed. Assembled and erected in a few hours these shelters provide comfortable quarters for our forces in uninhabited places where otherwise there would be no protection from the elements.

Again American Industry finds a way of doing an important job better and faster !!



CONSOLIDATED *Coated* PAPERS AT UNCOATED PAPER PRICES

In America's March to Victory tradition after tradition has been shattered to speed up some vital task or do it better. Consider, for instance, another outstanding war achievement . . . *that of our National magazines in picturing the history-making events overseas . . .* and an earlier development which makes possible the widespread use of coated paper.

With vivid photographs and stories from all over the world, magazines take us right along with our men. Thus magazines are a tremendous force in building morale and in emphasizing the necessity of keeping production lines moving. By keeping enthusiasm at a high pitch our

great publications help sell war bonds and thus aid materially in providing the sinews of war.

Paper is a basic essential in all magazines, and to obtain the most realistic reproductions of the photographs for which the camera men daily risk their lives, *publishers turn to coated paper.* To be practical for publications with circulations running into millions such paper must be low in price.

Consolidated Water Power and Paper Company is proud to assist in this vital work by providing coated paper, manufactured so speedily and economically that it costs no more, and in some cases less, than uncoated stock.



CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES

WISCONSIN RAPIDS, WISCONSIN

Four Modern Mills . . . All in Wisconsin

SALES OFFICES

121 SO. LA SALLE ST., CHICAGO 2

The Affinity of Ink to Paper is Increased



... And this is only one of the many proven facts for which the "33" Ink Conditioners have become known in making fine reproduction definitely easier.

The "33" Ink Conditioners, chemically engineered for modern inks, are unsurpassed for Gloss Inks and Overprint varnish—Maintains and Improves Color Value—Minimizes Offset—Prevents Crystallization and Picking—Keeps Halftones Clean and Open and Conditioners Rollers, etc. Average use: one-half ounce per pound of ink. The "33" Ink Conditioners are synthetic products, 100% distilled, non-inflammable and non-toxic. Write for your copy of "To the Pressman" which contains valuable information and send TODAY for your gallon of "33" (letterpress) or "O-33" (litho) Ink Conditioner.



SPEED UP PRODUCTION

100% Guarantee

WRITE FOR ONE GALLON TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.

Central

COMPOUNDING COMPANY

1718 North Damen Avenue, Chicago, Illinois

BUY WAR BONDS AND STAMPS

AMERICAN ROLLERS

★ Pre-conditioned for longer wear, they make your roller dollars go farther... help you conserve. Finest rollers made. Test a set. See for yourself. Order now.

AMERICAN ROLLER CO.

1342 North Halsted St., Chicago, Ill.
225 N. New Jersey St., Indianapolis, Ind.
1531 Branch St., St. Louis, Mo.

35 COLORS, BLACKS, WHITES, COMPOUNDS

ipi
Everyday
INKS

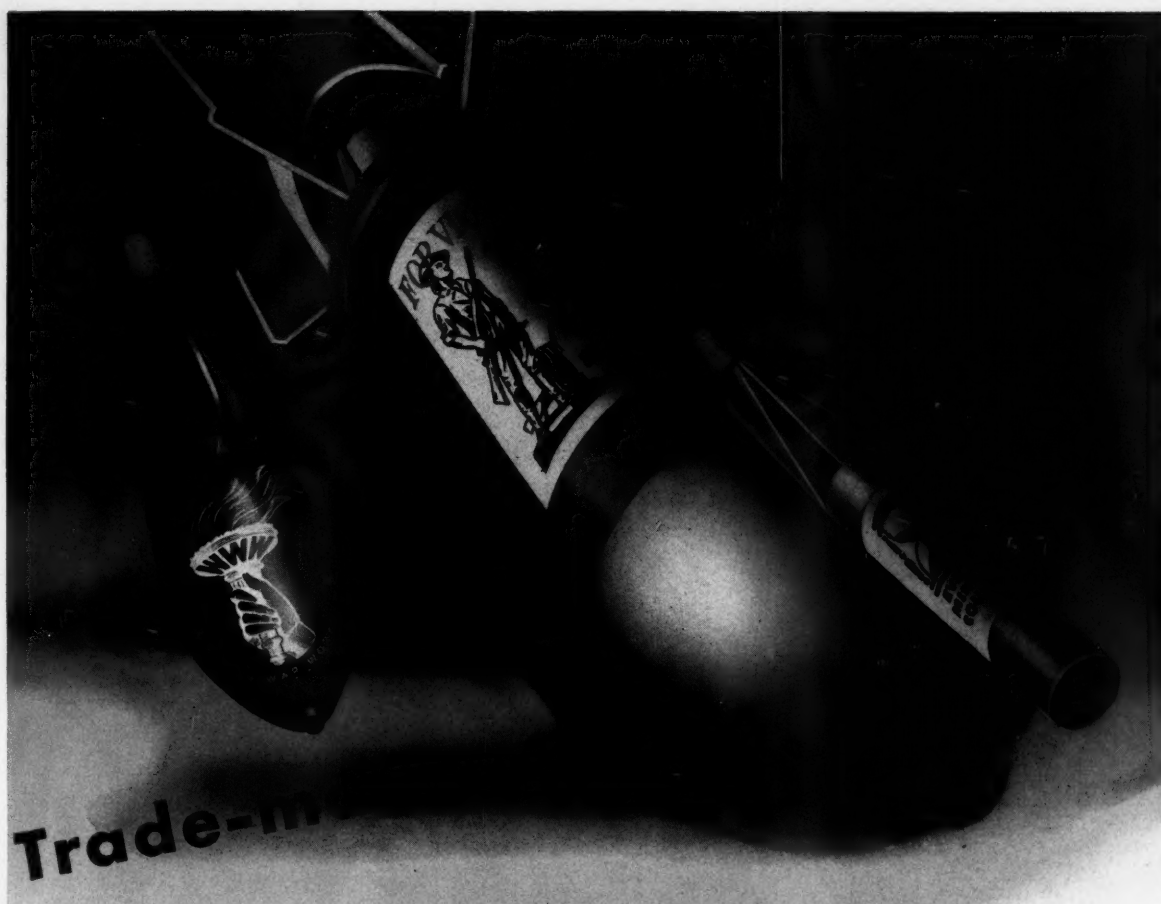
"FOLLOW THE FOUNTAIN"—
ASSURE EVEN INK DISTRIBUTION

INTERNATIONAL PRINTING INK
BRANCHES IN PRINCIPAL CITIES

MEAD
papers

NATIONALLY-DISTRIBUTED

ALA.: Partin Paper Co.; Sloan Paper Co.
ARIZ.: Blake, Moffitt & Towne; Zellerbach.
ARK.: Roach Paper Co.
CAL.: Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Zellerbach.
COLO.: Dixon & Co.
CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyr & Sons; Storrs & Bement Co.; Whitney-Anderson.
D. of C.: R. P. Andrews; Barton, Duer & Koch; Stanford.
FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.
IDA.: Blake, Moffitt & Towne; Zellerbach.
ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Swigart Paper Co.; James White; Zellerbach.
IND.: Central Ohio; Century Paper Co.; Diem & Wing; C. P. Lesh; Crescent Paper Co.
IOWA: Carpenter Paper Co.
KAN.: Central-Topeka.
KY.: Louisville Paper Co.
LA.: Alco Paper Co.
ME.: Arnold-Roberts; C. H. Robinson.
MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.
MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N. E.; Storrs & Bement Co.; Percy D. Wells; Whitney-Anderson.
MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell.
MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
MONT.: Carpenter Paper Co.
NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co.
N.J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons.
NEW YORK CITY: H. P. Andrews; Beekman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; M. M. Elish & Co., Inc.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold-Gould, Inc.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Goulard-Plehn; Willmann Paper Co.
NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine.
N. C.: Dillard Paper Co.
OHIO: Ailing & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.
OKLA.: Carpenter Paper Co.; Tulsa Paper Co.
ORE.: Carter, Rice & Co. of Ore.; Fraser; Zellerbach.
PA.: Ailing & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co.
R. I.: John Carter & Co.; Narragansett Paper Co.
S. C.: Dillard Paper Co.
TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Sloan Paper Co.
TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clampitt Paper Co.; Graham Paper Co.
UTAH: Carpenter Paper Co.; Zellerbach.
VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B.W. Wilson.
WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Tacoma Paper & Stat'y Co.; Zellerbach.
WIS.: Bower Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



The trade-marks of war are the symbols of extraordinary "merchandise"—of War Bonds and Inflation and Absenteeism and Black Markets . . . of Manpower and Womanpower and Nutrition and Conservation.

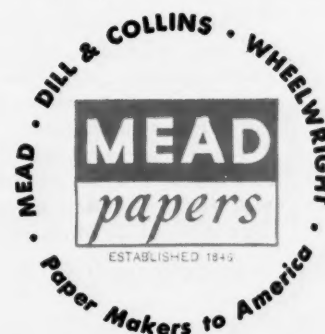
Like the trade-marks of peace, they can become influential only by constant use . . . and unlike the trade-marks of peace, they become at once a common property and a common responsibility.

Behind them must go the advertising dollars of a nation of

advertisers, and the collective support of all promotional media.

Each of us, in short, must accept these marks as his own! "Paper Makers to America" is working ceaselessly to provide the basic media—Mead, Dill & Collins, and Wheelwright papers—on which you can impress some trade-mark of war in every printed piece. And Mead Merchants the nation over will work as hard to provide these dependable papers for this and all essential uses.

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
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Many a brave man and true is found, under modern scientific testing, to suffer from claustrophobia (a morbid dread of confined places). He may well be a hero elsewhere—but not on a submarine.

There a man may feel like a fellow fighting in a barrel, but he's got to love it. Must have, too, the constitution of an arctic whale, the ingenuity of a small-town electrician—and

withal be quick and deadly as a conger. No wonder our submarines are a growing terror to our enemies.

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Everywhere, production problems—many of a confidential nature—are being discussed with our Linotype Production Engineers. Their extensive experience, backed by the headquarters technical staff, helps to meet critical conditions.

Whether immediate complications, or long-range planning—in the front office and in the plant—Linotype is sharing with the Press the combined knowledge of men and methods. And expressions of appreciation are constantly received from executives who consult our Linotype Production Engineers concerning their composing-room problems.

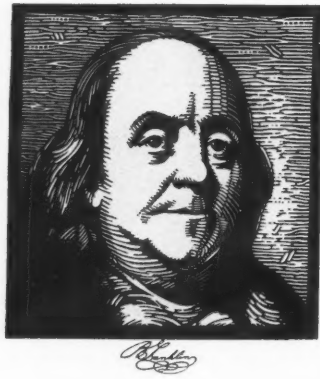
Linotype Bodoni Series



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for Victory!*

When Writing These Advertisers, Please Mention THE INLAND PRINTER

B E N F R A N K L I N S A I D



The eyes of Christendom are upon us, & our honor as a people is become a matter of the utmost consequence to be taken care of. If we give up our rights in this contest, a century to come will not restore us to the opinion of the world. Present inconveniences are, therefore, to be borne with fortitude, and better times expected.

The Inland Printer

NOVEMBER, 1943

Come Down to Earth With Your Post-War Planning

A central committee should be set up to study post-war markets, products, plant, equipment, and personnel needs, so you can do your share of printing • *By Harold R. Wallace*

THE DELIRIOUS PERIOD of post-war planning, during which most business men and economists flopped about like chickens with their heads off, seems to be over. A speaker the other night actually admitted that his company's post-war products would be essentially the same as those manufactured before the war, with a few refinements.

But in spite of the fact that thousands of wild predictions have been made, and that millions of pointless words have been spoken and written on this subject, *concrete* post-war planning is a wise course for the business man to take. The sooner we get down to earth and begin to make plans to take care of our own, the less danger there will be of a depression following this war. And in the final analysis, the effectiveness of any such plans will be due to the thought and the effort put into them by the individual business man.

WHAT CAN WE DO, EXACTLY?

But how to get down to earth? Just what can the business man do to protect himself and his employees in this great post-war world we read so much about?

The first thing is, of course, to decide exactly what the objective of your post-war plan will be. Do you wish merely to regain your pre-war position and make jobs for the men you employed at that time? Or do you want to expand your production facilities, to make jobs for all those men you employed before the war,

plus some of those men and women who have been brought into your community to work in war production that will stop after the war?

Whatever your objective may be, you will want to decide just what your plan is to cover before you attempt to set it up.

Once the objective has been decided, you will need a committee to make a study of the field, outline a plan, and put that plan into use. In a small plant the owner himself, or one man whom he can trust thoroughly, will have to do this job.

STEERING GROUP FOR LARGE PLANT

Even in the large plant, one man should be selected to organize the committee. This man should be one who is familiar with all phases of the business—one who has sufficient available time in which to do a thorough job of selecting the best men for his committee. Such a man as the sales manager, the production manager, or the assistant to the president should make a good man for the job.

After you have selected the chairman of your planning committee, give him free rein to choose the men of his committee and to chart the straightest, safest course to the objective you have chosen.

He will want to choose several members for his committee. Every department must be represented if the plan is to be made really complete and workable. Sales, promotion, production, purchasing, personnel, and financial departments

must be represented, as well as each of the mechanical departments.

It is not necessary that each of these departments have a member on the central committee—in fact, in the interests of quicker action, it is better to confine the membership of that committee to such men as sales manager, office manager, production manager, and plant superintendent. Each of these men should in turn set up a sub-committee to study thoroughly the problems that are peculiar to his particular phase of the business.

The sales manager could choose such men for his committee as the art director and any other idea men he thinks might be able to suggest new lines and new products.

CONSIDER GOVERNMENT ORDERS

The office manager could choose such men as the officers of the company, the treasurer in particular, and the legal counsel retained by the firm. He could also have a man well versed in priorities and other Government regulations, because a great deal of post-war planning is going to depend on what can be done in the present. Another member of his committee might be the personnel manager.

The committee that is headed by the production manager could have such members as the head of the estimating department and the man in charge of production control.

The plant superintendent would head a committee made up of all of his mechanical foremen.

All of these committee members must be made responsible to the chairman of the central committee, who will tell them exactly what information he wants and when he must have it.

After the committee has been set up, thorough studies must be made of your possible post-war markets and products, plant and equipment needs, and personnel needs.

USE EXISTING SURVEYS

In making these studies, the committee can save itself a great deal of work if it will get in touch with the Committee for Economic Development, at 285 Madison Avenue, New York 17, New York, and ask for information about the program which is being promoted by that committee. In many localities this body has made, or has instituted, thorough surveys in many lines of business, and the results of those studies may be just what you are looking for.

Keeping your objective in mind, the committee should study what changes have occurred in your sales territory in recent years, particularly during the war years.

Population shifts should be studied, with the view to the permanence of those changes. If very large numbers of people have moved into your locality, you should know what types of products they intend to buy after the war, so that you will know which of your customers will be in the market for the various types of printing. If large numbers of people have moved out of your locality, you may want to look into the possibilities of moving your plant, or you may want to install lines of mail order printing to take up the slack.

WILL WAR PLANTS REMAIN?

If war plants have been built in your vicinity, what is the possibility of them continuing their operations after the war, producing consumer goods? If the chances are good that these plants will continue in peacetime operation, will you have to expand your production facilities, or has the gain of these plants been offset permanently by the loss of other plants?

Have plants already existing in your locality developed, or do they plan to develop, any important new products that will have an appreciable effect on your business? Has the introduction of new farm crops

into your territory given the promise of great population expansion and a consequent increase in your business?

Do you want to put more emphasis on the selling and production of

SUGGESTIONS FOR POST-WAR PRINTING

by Buehler

Be the first in your field with a post-war catalog. That "new-product" catalog cannot be produced in a day. Let Buehler help you now to lay plans for its production. Getting the preliminaries settled may permit getting the presses rolling soon after the peace is won.

Ever think of a broadside to be mailed on V-Day? Imagine the customers you've disappointed during wartime receiving a colorful mailing from you only a day or two after the war flags have been furled. "We're ready to serve you again," it would say. If you would like such a broadside, Buehler has some ideas.

There'll be a new job for the handy package insert. Can't expect John Public to know how to use your product with all of its new post-war improvements and applications, can you? That's why you'll find a clever package insert, produced by Buehler, will help gain consumer respect and good will.

Can your wartime products be changed for use in peace? If it's equipment you've been selling, tell your customers how to shift it over from wartime to peacetime production. Buehler can help you prepare such booklets or folders that will help hold the favor you have won.

Are your old-time labels in need of modernizing? Putting antique labels on modern merchandise is putting your new product under a distinct handicap. Now is a good time to go over your post-war label requirements with Buehler, and be ready to have those new products step out to market in new clothes.

Post-war planning made practical. Buehler Printcraft Company, Cleveland, used this folder copy

a certain line such as office forms? If so, should you do a bigger, better job of advertising than you have done in the past? Do you want to widen your sales field by the use of direct mail advertising and mail order selling, or by establishing branch sales offices in other cities?

These are just a few of the many questions that should be studied by your planning committee. Hundreds of them are contained in the work sheets of which both the Committee for Economic Development and the Chamber of Commerce of the United States have a supply for your guidance.

Your committee must study your future plant and equipment needs. They must ask such questions as the following: Will you want to install equipment for additional processes such as offset or sheet gravure? Will you want to install such departments as art, engraving, or copywriting? Will you want to discontinue some of your present departments such as composing or engraving, figuring to buy those services at trade plants more economically?

SHOULD YOU MOVE YOUR PLANT?

Will you need a larger or a more modern building? In case you must make some changes in your plant, perhaps you will want to find a new location, one which will offer more convenient living facilities for your employes, better transportation, and more space.

Personnel needs must come in for their share of consideration. In this survey, such things must be considered as greater emphasis on sales, in which case you may wish to employ additional salesmen and to establish a more thorough system of sales management.

Will you need a staff of creative or idea men? Will you employ more copy-writers and artists to take care of the advertising printing that you weren't equipped to take care of before the war? Will a line of office and factory forms make it necessary for you to employ men who are experienced in the development of those forms?

HAVE YOU PLANS FOR SOLDIERS?

Just what do you intend to do about the soldiers who come back to your plant and want their old jobs back? Are you all set to put them right back on the payroll without causing some serious unemployment in your locality? What about those boys who have disabilities that will prevent them from doing the work they did before they left? Have you jobs that they can fill without losing their self-respect?

To back up all of these plans, you must see to it that other business

men in your trade territory are also doing a concrete job of post-war planning. Your sales depend very much on what happens to their businesses, and if they suffer from post-war jitters it will be impossible

work has been done, many of the surveys have been made. In those cases, the work of your committee will consist of superimposing your findings on the charts and tables their committees have compiled.

THE POST-WAR MARKET AND PRINTED PROMOTION

These are the chief points of talk given to New York Employing Printers Association by Arthur P. Hirose, Director of Market Research, the Mc Call Corporation

● America's post-war problem can be realized very quickly by quoting a few figures. In 1940 our national income was \$77,000,000,000. This year it will be at least \$135,000,000,000. That increase in national income was caused by the production of war goods. In 1940 we produced manufactured goods worth only \$71,000,000,000, while this year our production will reach the staggering total of \$145,000,000,000.

To give America this gigantic production the largest number of people in the history of the United States are now employed. Employment rose from about forty-four million in 1940 to sixty-four million, including the armed forces, this year.

If we had to go back to 1940 or peacetime levels, our national income would be cut in **half**, our production would be cut in **half**, and our employment would drop 40 or 50 per cent.

With **double** the capacity to produce goods, our post-war problem is to **double** consumption. The sole hope of America for prosperity in the post-war years is to multiply—to double—the wants and desires of people. Fortunately, while United States standards of living are higher than those of any other country on the globe, they have never been frozen or set.

Advertising—printed promotion—is the most potent force I know of to arouse people's wants and desires—to raise their standards of living—to get them to consume more.

For America to achieve post-war prosperity, Government will have to restore to Americans their birthright. That birthright is the chance to start a factory or to open a corner grocery store without strangling restrictions and regulations. There are thousands of new and improved goods and services which business men are willing to put on the market after the war. Men and women by the millions are

ready to make and distribute these goods and services. The question is whether Government will encourage these business men, workers, storekeepers, salesmen, and clerks or hamper them with throttling controls and restrictions.

If Government in the post-war period helps rather than hinders the desire of business, great and small, to give the American public new products and new services, the market for advertising and printed promotion will be the largest we've ever seen.

Existing manufacturers must scrap all their catalogs, folders, and booklets because they're obsolete. New manufacturers will need a full line of printed promotion. Wholesalers and retailers will be in the same boat. Advertising will be necessary and desirable, because the people will want to know about these new products and services.

The consumer, in the post-war period, will be a better informed and a wiser buyer. This new knowledge — this new awareness—comes from many sources. It stems not only from the liberal education which consumers are getting now about the products of the post-war period. Because these products are not yet for sale, the consumer can weigh and study their merits thoroughly before buying.

In addition, war has been an education to consumers in the qualities of older merchandise. Before the war, when an automobile didn't give good service, we traded it in for a new one. Now we're forced to stick with our old car and as a result we know cars better than ever.

This new knowledge on the part of consumers makes me believe that they will not resent being given more information—more facts—in advertising and in printed promotion. This post-war desire for informative advertising will be a good thing for both buyer and seller.

It would also be a good plan to get tentative orders on file with the manufacturers of the machines you will need, and with building contractors, so that when victory has been won you will be ready to go ahead with the other far-sighted firms of the United States.

You will say that it is a simple matter to ask a lot of fool questions about what will be what in the post-war world—the tough part is to answer them.

THE ALBERT LEA SURVEY

That is true. But the answers are there for those who will search for them. A good example of the concrete planning that is possible is the job done by Albert Lea, Minnesota, a modern town of 12,000 people. This town has made such a careful study of its post-war prospects that a pamphlet has been issued by the United States Chamber of Commerce, describing the Albert Lea project, as a blueprint to be followed in post-war planning elsewhere.

A committee of forty-six Albert Lea citizens went to work in June, asking the town's 453 employers exactly how many jobs would be available after the war. After these jobs had been tabulated, and allowances made for the soldiers who would not return to Albert Lea, it was found that only 593 workers out of a labor force of 6,571, would be unemployed.

Meanwhile a thorough survey was made to determine how many new cars, refrigerators, furniture sets, homes, barns, tractors, and vacation trips would be used by citizens immediately after the war.

STUDY AVAILABLE MONEY

Committees of farmers and of bankers studied the problems of post-war farm incomes and liquid assets available for immediate use in the post-war market.

Committees are now at work trying to find jobs for the 593 unemployed the community expects.

This same thing can be done in any community, and graphic arts groups should be in the lead in such efforts. Acting alone or as members of groups, printers need have no fear that such planning will be a waste of time. The problem is a serious one, the answers to it are difficult, but the printers who find the most complete answers will be the important printers ten years after the war is over.

for you to hold the place you have—to say nothing of the expansion you hope for.

In this coöperative planning, the program that has been set up by the Committee for Economic Development will be a great help. In many communities much of the ground

After your plan has been made, and you know approximately what additional plant and equipment facilities you will need, the next step will be to arrange for financing of those additions at the proper time. That step may involve changes in your present set-up for depreciation.

You Must Make Efficient Use of Manpower Today

Careless methods that waste the time of employees, from the president of the firm down to

the errand boy, must be eliminated now, if steady rise in labor costs is to be checked • By A. C. Kiechlin

TODAY, WITH MANPOWER SCARCE, and much "green" help at work, the printer who does not utilize a planned program to keep down his labor costs will be at a serious disadvantage. From our experience as a public accountant, we know that there always has been too much manpower wasted in printing plants and in these crucial times printers are still "in the doghouse" on this important phase of operation.

LABOR WASTE IS INVISIBLE

Labor waste is something you can seldom see. Offset trouble is readily spotted. Waste is registered on the eye and the printer may take direct action to prevent it. But the time wasted by labor is as invisible as the stuff of which dreams are made, hence, a very definite plan must be adopted to eliminate it.

Printers themselves are guilty of labor waste. In pre-war days we often heard a printer arguing with a supplier for a lower price, the entire saving amounting to perhaps a few cents, but the printer wasted fifteen minutes.

That printer saved a quarter in the fifteen minutes and probably lost \$25 in the plant through inefficient management, not to mention that his time alone was worth several dollars.

WATCH LABOR COSTS CAREFULLY

This shows how wasted manpower often slips out through the window undetected. Leaks should always be watched carefully because labor costs can be reduced only by indirect methods, not by direct slashes as is possible with other costs. Every element of operation affects labor costs upward or downward in line with its efficiency. For this reason the printer must make sure that all elements of operation are managed efficiently. We offer the following counsel for minimizing labor costs based upon a survey of eastern printing plants and the methods that were found effective by their owners.

Minimize bottle-necks. Keep production flowing steadily from the time the work is put in process until it is completed. Do not do a hit-or-miss job of correcting a fault here or there and depending entirely upon memory. This is unsystematic and does not get maximum results. Moreover, it lacks the coordination that is necessary to efficient production. Plan your work and work your plan on paper. The job is too important for catch-as-catch-can treatment. Survey your plant critically, list all time-saving possibilities, and then go to work correcting the wasteful conditions.

MATERIAL AND LABOR SAVINGS AKIN

One printer found that on machine-set composition he could use close-fitting faces in selecting text types, saving considerable space and getting satisfactory results. This saving in type space helped him offset the 10 per cent reduction in paper purchases decreed by the Government and effected savings in press-work, folding, binding, and other operations.

Such savings represent a direct reduction in paper and indirectly cut labor costs. It isn't only the dollar value of these economies that should be considered today but also the profit earned on the printing turned out that would not otherwise be sold, because you can't get the materials and manpower. You've got to look at this problem from the two angles until war restrictions loosen up the market on manpower and materials.

USE STANDARD MATERIALS

Some plants help minimize labor costs by making the best use of the materials on hand. Remember that the special decorative borders and "blown-up" type lines or other typographical effects using metals needed for war purposes are not essential to good printing.

If you have a composition problem today, consult the manufacturers of

your equipment. Even though you may not be able to get new equipment, they can tell you how to get the "mostest of the bestest" out of what you have. One printer reported that instant-drying water-set inks reduced his labor costs by producing faster printing and by eliminating heat-drying units.

PLAN FURTHER AHEAD

Allow more time for deliveries from photoengravers and other suppliers. Manpower and material shortages prevent them from giving you pre-war service. Educate your customers and employees that rush orders are out for the duration, that they must anticipate their requirements well in advance. This will minimize lost time waiting for cuts and supplies and will help your suppliers stretch their materials.

Is paper trouble causing delays? Then switch to another paper to solve your problem. The paper you are using may be weak, may print badly, or may crack in folding, wasting materials and man-hours. The right paper is more important today than ever before because it saves time and labor in this hiatus of plenty. When every press produces uniformly fine work, "down-time" is kept at minimum and uniformity of quality depends a lot on the paper the printer uses.

SHORT RUNS MEAN HIGHER COSTS

When lighter weights of paper were decreed, some printers switched to papers with high opacity and bulk, thereby achieving substantial weight reductions without materially lessening the appearance or thickness of the publications. The reduction of basic weight specifications helps conserve paper and aids users to comply with war restrictions on paper consumption and effects a minimum decrease in press runs, which indirectly reduces labor costs. The bigger the decrease in press runs, the higher will be the tendency for labor costs to rise.

Faulty equipment increases labor costs, hence printers should keep machinery in good shape, replacing worn or broken parts quickly. This is more difficult to do than it was in pre-war days when manpower, parts, and new machines were more easily obtained. Nevertheless, preventive maintenance will go a long way toward minimizing labor costs.

Motors should be watched carefully. Many printers forget these important units until they have a breakdown. Follow the directions of manufacturers regarding maintenance and use only the best lubricating oil to be obtained. The June, 1943, issue of *THE INLAND PRINTER* contained valuable advice on the maintenance of motors and controls.

CARE PREVENTS DELAYS

Careless handling of equipment delays operations because equipment must be kept in good shape in order to achieve efficient production and low labor costs. Then too, you can't replace worn equipment readily today, so handle it more carefully than you did in pre-war days. One printer reported that his automatic lubricating equipment had increased machine life and efficiency, that there was no drip or drainage spoiling work contacted by oil, that oil waste was eliminated, and accident hazards decreased.

Seasonal equipment, such as window screens, electric fans, and heating units, will deteriorate when not used unless it is stored in a dry, clean place.

Paint is still fairly plentiful, so it is possible to keep walls and equipment well painted. Light colored walls are not only sanitary but they reflect light, and thereby improve "seeability," speed up production, and cut labor costs.

REPAIRS ARE HARD TO GET

Breakdowns are more costly now than they were in the pre-war days when replacements for machines and repairs were easily obtained. Machines should be inspected at regular intervals, and if necessary, cleaned and oiled. Where this work is done systematically, preferably under the supervision of one man, we find that breakdowns are few. Preventive maintenance will minimize mechanical indisposition.

Maintain rollers properly and see that those used are suitable to the task. The correct rollers will reduce

"down-time," performing efficiently and economically on grueling war-time runs despite climatic conditions. In the April and August, 1943, issues of *THE INLAND PRINTER* you will find valuable advice on roller maintenance.

A COPY SUGGESTION

YOU

JUST FOR A CHANGE

★ Let's talk about you for a while. This series of blotters has been talking about us—and that's always pleasant, but after all, you are important.

You are going to advertise. Splendid! This means you haven't lost faith in the American Way of Life and competitive selling. It also means that notwithstanding the fact there is a war on, you are smart enough to realize the public has a short memory and you will be quickly forgotten if you don't keep on tooting your own horn.

You will have good copy—probably prepared by a competent advertising agency or a crack adster on your own staff.

You will have good illustrations and art work, if your kind of advertising calls for pictures.

You are now right down to the type dress—and that's where we come in. Don't worry about the typography. We will follow the instructions of your adverteer, layout man or artist implicitly, but if you want our friendly suggestions, may we remind you that we have had twenty-two years of experience, a Tech background under the tutelage of the original and only Harry Lawrence Gage, and a commonsense viewpoint regarding sales problems.

A telephone call will bring us to your desk at your convenience.

Pleasing copy on a blotter by Edwin H. Stuart of Pittsburgh, Pennsylvania, effectively sees his typographic service from customer's viewpoint

Coöperate with manufacturers on machine reconditioning plans. Return old parts for new to conserve essential materials.

Turn in all obsolete printing plates and help keep the industry well supplied with materials for new plates. By so doing, you will help yourself and minimize delays on halftones and electros. We know many print

shops where dead cuts that should be sent to the metal man are taking up valuable space in storerooms and files. Start a scavenger hunt now to scrap this metal. If the law says a plate is obsolete after two years, and you know it will never be used after the original run is made, scrap it at once. The better your machines are maintained, the fewer accidents will occur. Accidents incapacitate workmen, damage machinery, and create human suffering and financial loss. They also cause delays and increase the labor costs. Today, because of inexperienced help and manpower shortages, industrial accidents are increasing, so the printer should take extra precautions for the duration.

MAKE PERSONAL INSPECTION

Because of the difficulty of getting repair service, you may have to do some work around the plant yourself to eliminate the hazard zones but it is better to play safe than be sorry. Watch out for all wet floors, sharp edges on benches, mechanical equipment with unguarded moving parts, and other tricky arrangements. Faulty electrical equipment may cause fire or injury so have it checked over very carefully for bare wires, faulty hook-ups, and overloads. Statistics show that the workers most prone to accidents are inexperienced young men up the age of twenty-three and that women are less likely to have accidents than men. It is generally believed that young people, having more alert minds, are less susceptible to accidents than older employees but research figures show otherwise. Although the individual faculties of a young man may be more keen, he lacks the ability to coordinate these faculties until about his twenty-third year.

ELIMINATE SAFETY HAZARDS

Where women are employed near machines with moving parts, they should wear something to protect their hair. The rate of scalp wounds is higher with female help. Safety councils report that accidents happen because of inexperience, fatigue, youthfulness, and bad ventilation, which makes workers drowsy and catches them off guard, also drafts, which make them uncomfortable and take their mind off work. Do your best to eliminate all these hazards and your accident toll

should be low. Constant vigilance to prevent or to correct any unsafe mechanical or operating conditions, plus education and instruction of the workers, are required to keep this rate low.

ABSENTEEISM RAISES COSTS

Absenteeism increases labor costs. The more consistently your men are on the job, the lower will be your manpower expense. Women have a worse record than men on absenteeism because they take time off to do the necessary chores at home, of which laundering is first on the list. Public laundries cannot give the service they formerly did, which means that many women must take time off to wash and iron.

Rewards for attendance will help reduce absenteeism. If a printer is plagued with it, his best bet is to try to find the cause and then he is in position to take more intelligent action. New workers, particularly those who have not yet acquired the habit of consistently working, are the worst offenders. Marriages, new babies, funerals, and the like cause new workers to absent themselves, whereas seasoned workers are more apt to take such interruptions in their stride.

MATERIALS CONTROL CUTS COSTS

Materials conservation cuts labor costs. Careless handling of materials begets waste and time is lost straightening out the mess. Impress upon workers the necessity for handling materials carefully and see that they are stored in accordance with manufacturer's instructions so that waste is minimized. Delays often occur where materials have become unusable because of dirt or dampness which has reached and spoiled them in storage.

Wasted materials count for more today when they are so hard to get. The loss is much more than the intrinsic value of the materials because the saving affords more production to satisfy consumer demand and therefore cuts labor costs indirectly, the additional production gained from this source not increasing manpower expense.

Stock control is essential to minimum labor costs. Where there is no system to flash the red when stock runs low, production is frequently held up because of a lack of materials. An adequate stock control record shows minimum and maxi-

mum requirements so that you do not over-buy or under-buy and you buy far enough in advance to cover possible delays in transit so that production will move along steadily.

Today, with inventory restrictions, curtailed transportation, and shortages, stock control is more needed than ever before in order to keep labor costs down. Loss, damage, and spoilage are minimized with adequate stock control. Laxity here is more costly today because materials cost more and bargaining with suppliers is "out" because of shortages and price control. Store materials near the point of use so that minimum time is wasted in getting them to press. Impress upon employees the necessity for eliminating practices that beget waste and increase costs.

CHECK PHYSICAL INVENTORY

Take the stock inventory monthly if you can; at the very least take an inventory quarterly. With today's reduced stocks it is easier to inventory more often. Some printers stagger the count, inventorying part of the stock this month, another part the next and so on. The printer must narrow the gap on his stock loss by taking a physical inventory more often, then adjusting the stock control records to agree with the physical count.

Just as our personal way of life is becoming more complex with the months, so is business routine. You can't operate a printing plant today and in the world of tomorrow with the same methods used yesterday. You've got to plan your work and work your plan on every element of operation. You've got to keep your head working overtime to devise means of cutting costs and improving quality.

YOU MUST HAVE IDEAS

Write down your thoughts along these lines, check them against your experiences, and, if they look practicable, try them out. In the past too many printers have handled production and sales promotion in the same old-fashioned way. What was good enough yesterday was good enough today. Revise this modus operandi—what is good enough today may not get by tomorrow. Men, materials, and machines need continuous watching if you are to profit and enjoy that post-war prosperity that is promised by so many of the economists.

It's a Quiz

Answers to the following list of questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 47 of this issue?

By R. Randolph Karch

1. Do technical and trade publications rise or fall in circulation during wartime? Pick out the increase or decrease over 1941:

- a. Over 10 million
- b. Over 9 million
- c. Over 8 million
- d. Over 7 million

2. While printing schools in the United States are being closed because of the shortsightedness of educators and printers, what country believes the industry important enough to establish new schools?

3. How many establishments are devoted to the various branches of the graphic arts industry? Match the column on the right with the list at the left:

- a. Commercial 1. 25
- b. Lithography 2. 700
- c. Gravure 3. 15,000
- d. Photoengraving 4. 1,500
- e. Bookbinding 5. 1,000

4. What would you do to protect the cover of an instructional manual used by workers in a war plant?

5. In proofreading, how many and what type of line would you use to designate italic, small caps, caps, and bold-face?

6. How do you account for the fact that the forefinger and thumb are injured less than any other digits of the hand?

7. On which type of paper is the grain direction more pronounced—cylinder or Fourdrinier-made?

8. What are the usual screen rulings applied to photoengraving? Which are generally considered to be "coarse" and which "fine"?

DARD HUNTER: *Artisan,* *Papermaker, Book Publisher*

ON November 29, 1883, the year in which *THE INLAND PRINTER* was launched, Dard Hunter was born in Steubenville, Ohio, to a family of printers and publishers. Today Mr. Hunter is looked upon as the most interesting bookmaker in this or any other country, because he performs every operation necessary in the manufacture of the books he writes—including typefounding and papermaking. He is credited with knowing more about paper and the fine art of papermaking than any other man in the world.

Before journeying to the New World, his forebears had been publishers in Scotland. Some of their descendants carried on the printing tradition in Virginia and later in Ohio. Dard's great grandfather, Thomas Hunter, in 1812 set up one of the earliest printing offices in Ohio. His grandfather, Joseph Hunter, published a weekly newspaper in Cadiz and had as one of the employees in a furniture shop, which he also operated, one George Armstrong Custer, who later became an Indian fighter and met an untimely end.

Dard's father, William Henry Hunter, was owner and editor of the *Gazette*, a daily newspaper in Steubenville. He also was part owner of one of the first art-potteries in America. Nearly all of Dard's relatives engaged in some form of publishing endeavor. In addition to his mother and father there were four uncles, two aunts, and a dozen cousins engaged in newspaper or magazine work.

In his youth, Dard Hunter helped make the printing rollers used on both newspaper and job presses in his father's shop. Later he settled down to drawing the cartoons and illustrations for the newspaper. He also became interested in fine books through his father's purchase of one of the William Morris (Kelmscott Press) volumes, and dreamed of visiting England to learn more about the making of such books.

His parents persuaded him to attend Ohio State University, agreeing to let

The story of the achievements of this master technician in the printing of fine books is truly exciting • BY PAUL W. KIESER

him choose his own course of study. He entered as a special student and took courses in mechanical drawing, architecture, and oil and water-color painting—the studies that had a personal appeal for him. At the University he had the privilege of examining additional books from the Kelmscott and Doves presses in England. Then he be-

came interested in the work of Elbert Hubbard in his Roycroft Shop at East Aurora, New York.

He wrote Hubbard asking if a place could be found for him after graduation from the University. Mr. Hubbard's reply was genial, but discouraging; no additional help was needed. But the very next summer, in 1903, Hunter was at East Aurora, planning to stay there a month to ascertain at first hand what was being accomplished there.

Hunter liked both Mr. and Mrs. Hubbard, and they became very fond of him. He made one or two pieces of furniture, did a little wood-carving, and designed several objects in iron and copper to be pounded into shape in the Roycroft blacksmith shop. At the end of the vacation period, Hunter arranged to return to the University, but "Fra Elbertus" invited the young man to remain at East Aurora and join the Roycrofters.

Encouraged by the Hubbards, Hunter soon went to New York City to learn the art of making leaded-glass windows, which he thought he would like to do. He returned to East Aurora, drew a design for the eight or ten gothic windows in the long dining room of the Roycroft Inn, then in reconstruction, using a combination in many colors of tulips with their leaves and stems, and laid the "masterpiece" before the Hubbards, who promptly gave him permission to order the materials and construct the windows. In six months' time the windows were completed. The Hubbards and all of the Roycrofters were apparently pleased with the work.

Dard, however, was ashamed of his work and considered the windows repulsive. After looking at them for several



Dard Hunter standing beside a large press which is one of the exhibits in the Dard Hunter Paper Museum installed at the Massachusetts Institute of Technology in Cambridge, Massachusetts, by Mr. Hunter



Home of the Mountain House Press in Chillicothe, Ohio, in which the writing, production of materials, and printing of many of Dard Hunter's more elaborate books were done



This is the mill in which Mr. Hunter made the paper for the first books he produced, on the small farm near Marlborough, New York, to which he moved his family in 1913

months, he arose one November morning, made his way to the dining room with hammer in hand, and literally smashed to bits every window he had made. He was fearful as to what the Hubbards would say. But when they learned why he had done it Mr. Hubbard said: "Evidently the tulip window did not please you; try again and see if you can create a design that will not offend you so much." And as the young man was leaving, "Fra Elbertus" called to him: "Dard, if you feel inclined to smash your next set of windows, please wait until summer time."

A second lot of windows was designed and installed during the winter and these, with their design of conventionalized roses, looking, Mr. Hunter has said, "for all the world like life-size cabbages," may still be seen in the dining room of the Roycroft Inn.

Working at printing and designing books at the Roycroft Shop, Dard developed a strong desire to journey to Vienna to study more about books, printing, paper, and typographical design. He especially wanted to enter the Royal Austrian printing school there. He was told that it would be impossible for an American to become a student

in this renowned Institute as it was under the direct sponsorship of Emperor Franz Joseph, and the rule of the school was that only students who had previously earned diplomas from industrial schools operated by their own governments were eligible. Inasmuch as the United States Government operated no schools of art or industry it was almost certain that he could not be admitted. But undismayed, he made the trip to Vienna, only to be refused admittance

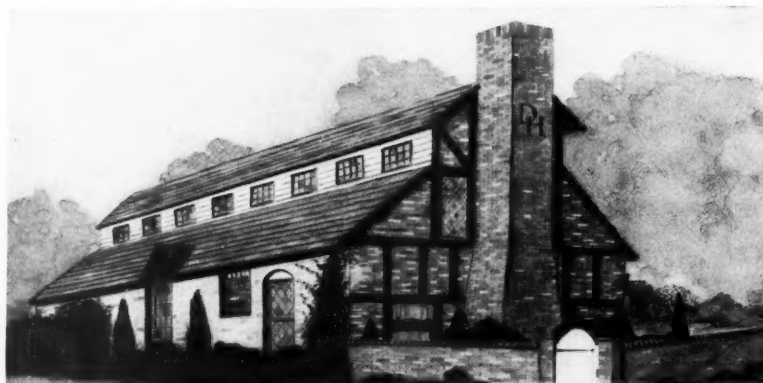
to the school. After a year abroad, he returned to East Aurora and put into actual use some of the ideas relating to advertising design which he had been able to acquire. But he still yearned to enter the Royal Austrian printing school.

He created an imaginary school sponsored by the American Government and fabricated his own diploma. With this under his arm, he again presented himself at the Royal School in Vienna. The same Herr Direktor sat in his office. Dard simply unrolled the parchment diploma with its gold seals and ribbons and presented it to the head of the school. The Direktor studied it for several minutes. Then he reached for his pen and filled out a blank qualifying this persistent young man for entrance in the most famous school of graphic arts in the world.

Dard was graduated from the Institute in 1911—the only American who ever received a degree from this school. Later he studied at the Kunstgewerbe Schule, Vienna, and at Royal Technical College, London, England. He worked in London for a time as a designer of commercial printing. Here he became deeply interested in old papermaking, early watermarking, and typefounding. He studied tool-making in the Finsbury Technical College. He also collected many odd items relating to papermaking and typefounding.

Here, too, he developed the desire to set up a private press, but in addition decided that his work must be individual and personal, without any reliance upon outside help from the typefounder or the papermaker. He would return to America and attempt the making of books in every part—paper, type, printing.

In 1913 he located, with his family, on a property consisting of thirty-five acres



English machinery and papermakers were imported when Mr. Hunter established this handmade-paper mill at Lime Rock, Connecticut, which ceased operations after three years



Papers and papermaking tools from all over the world are assembled in Hunter's museum at Massachusetts Institute of Technology

with a fair-sized brook with an eight-foot-high dam, and a picturesque old brick-and-stone house, near Marlborough, New York. Below the dam he constructed a small, half-timbered paper mill and equipped it for his purpose. His typeset was located in a room over the kitchen of the old house.

In 1915, after working several years on the type and two years in the paper mill, he was ready to print a book. Two small books on the subject of etching were issued in 1915 and 1917. For the first time in the history of the printing art one man, by his own effort, had produced an entire printed book. Hunter had written the text, made the paper, designed and cut the punches for the type, cast and set the type, made the illustrations, and printed and sold the books.

Later he returned to Chillicothe, Ohio, and there from his Mountain House press produced several more elaborate books, all on the subject of papermaking, and all done entirely by himself. In gathering material for these books, he travelled a half million miles and spent more than twenty-six solid months on steam and sailing ships visiting all parts of the world. Because of their beauty and excellent craftsmanship, these books are widely sought as collectors' items. All of the volumes are now out of print.

In 1928 the craft of making paper by hand was revived in America at Lime Rock, Connecticut, by Dard Hunter and his associates. The equipment for this mill was brought from England and the papermakers came from that country

also. For the most part the paper produced in this mill was used by the printing house of the late William Edwin Rudge. The mill ceased operating in 1931, but remains today the only fully equipped mill for the manufacture of handmade paper in America.

The amazingly complete collection of papers and papermaking tools and equipment from all parts of the world assembled over the years by Mr. Hunter was established in 1939 in the Massachusetts Institute of Technology, where it forms the Dard Hunter Paper Museum, with Mr. Hunter in charge.

He is considered the outstanding authority on paper and papermaking in the world today, and is in all probability the most ardent exponent of this ancient craft who has ever lived.

In 1931 he was honored with the degree of Litt.D. from Lawrence College, Appleton, Wisconsin. In conferring the degree, Dr. Henry M. Wriston, now president of Brown University, said: "In an age of standardization you have shown the significance of individuality; in an age of machinery you have demonstrated the beauty and the worth of hand work; in an age of specialization you have illustrated the catholicity of genius. Your contribution to art and to design, to history and to handicraft, your skill with letters singly and in literary form have combined to give you an unique position."

Ohio State University honored its former student in 1939 by conferring upon him a doctor's degree, in recognition of "his contribution to technical

literature, the advancement of the art of papermaking, and the inspiration he has given to fine craftsmanship." He was also awarded the gold medal of the American Institute of Graphic Arts in 1931.

With all these honors and with the sense of having accomplished so much, one might think that Mr. Hunter would now be content to rest on his laurels. But not so. "It is seldom that I look upon my labors in retrospect," he said. "My mind dwells on work to come rather than on my minor accomplishments of years gone by. The books on the subject of papermaking that I have compiled have been a source of gratification, but I feel there is much more to be done when world conditions finally clear and Asiatic travel is again possible.

"There are additional papermaking districts in the interior of China that I would like to investigate for my own satisfaction, and at the same time lend assistance to the tireless Chinese workers in bettering their paper for the benefit of future generations.

"Also I am anxious to return to the Industrial School in Rajahmundry, South India, where in 1935 Mr. Venkajee, Mr. Rao, and I established a papermaking department. In this Institute young men of Madras and surrounding provinces are being taught the ancient craft of forming sheets of paper by hand—a noble and useful industry that Mr. Mohandas Kamarchand Gandhi once told me, along with the art of hand weaving, would solve many of impoverished India's economic problems."

PHILADELPHIA PRESSROOM SUPERINTENDENT WINS FIRST PRIZE

IN THE INLAND PRINTER'S "HINTS AND HELPS" CONTEST

EARLY IN THIS YEAR, THE INLAND PRINTER decided that something constructive should be done about encouraging printers of this country to share their war-advancing ideas with other printers. We knew that many printers individually must have good ideas for labor- and material-saving methods which would help the industry as a whole make the most of the materials and machinery on hand in the printing plants of the nation.

We also knew that many printers do not realize the value of some of the methods they are using to cut corners, that their practices could be useful in every other plant. The question was this: "How could we get printers to share their ideas with others in the industry, and by so doing help the war effort?"

Having this one purpose in mind, we introduced THE INLAND PRINTER "Hints and Helps" contest, designed to draw out ideas for more efficient methods of maintenance and repair of machinery and equipment, for safety methods that would reduce the percentage of labor-hours lost by carelessness, ignorance, or unguarded machinery, for business systems that would provide a more thorough control of production and costs—for any ideas, in fact, which would be of help to the industry in saving its men, materials, and equipment and thus help to win the war.

A large number of men in the printing industry entered some of their pet ideas and methods in this contest. Generally considered, most of them were good, and some of them were excellent. The very best of them will be printed in the pages of THE INLAND PRINTER sometime during the next few months. Mr. Samuel Lagrew of Philadelphia, Penn-

sylvania, was awarded a \$100 War Bond as first prize for his article on how to reduce waste. This article, the first of the series, begins on the following page.

Whenever space and a dwindling paper supply permit, we will pub-

lish an article by John T. Wrigley on the the repair of plates; one by P. W. Curtiss telling how to set run-arounds more economically; one by Alden S. Baker on the prevention of workups; an article by S. H. Chattaway about the makeup of angle

The Winners in Our "Hints and Helps" Contest!



• This is the young man who won first prize in the contest. When we asked for some information about him, Mr. Samuel Lagrew gave us three short paragraphs covering his entire professional life and said: "That's all."

We know only that he was born thirty-one years ago, and that he has been in the industry since he was fourteen, at which age he became a printer's devil.

He has been employed in various pressrooms in Philadelphia during those years, and recently left the printing department of Smith, Kline and French to become superintendent of the pressroom at the Alliance Printing Company.

First Prize—\$100 War Bond

Won by Samuel Lagrew, Philadelphia, Pennsylvania, for an article entitled "Waste Is Sabotage."

Second Prize—\$50 War Bond

Won by John T. Wrigley, Houston, Texas, for an article entitled "The Care and Repair of Printing Plates."

Third Prize—\$25 War Bond

Won by P. W. Curtiss, St. Joseph, Missouri, for a short article entitled "Method of Setting Accurate Run-arounds."

A prize of \$10 in War Stamps was awarded each of the following:

Alden S. Baker, Chicago, Illinois, for his article about the prevention of work-ups.

S. H. Chattaway, of Brooklyn, New York, for an article on the makeup of angle forms.

Lieut. R. Randolph Karch, U. S. Navy, for an article entitled "Training and Retraining for Survival."

Herman W. Verseput, Grand Rapids, Michigan, for an article on printing individual names without unlocking the form.

E. G. Sherriff, Brisbane, Australia, for an article entitled "Numbering Machine Maintenance."

(Since it would not be possible for Mr. Sherriff to fill the balance of a War Stamp album in Australia, he was sent a check for \$10.00.)

forms; one by Lieut. R. Randolph Karch about the training of apprentices; a short article on printing individual names without unlocking the form, by Herman W. Verseput; and an article by E. G. Sherriff, an Australian, on the care of numbering machines.

Each of the articles which outlines an idea is complete in itself. Short, pithy, and to the point, these articles will make extremely valuable reading material for those people who are concerned with that particular phase of the business. If you are an executive in charge of a plant or a department, it will pay you to see that the men and women working for you not only read these articles in this series as they appear from month to month, but also that the ideas which are usable in your particular set-up shall be given an opportunity to benefit you.

As workers in an essential industry, which printing in any form always will be in a democratic country believing in a free press, we owe it to ourselves to carry on our businesses with a consciousness of the importance that we each do our work as well as possible. By so doing, we hasten the end of war.

When you read of the ways other printers have discovered to achieve their very maximum of efficiency, adopt their methods in your own business when it is obviously to your advantage. And whether we are running a contest or not, remember that the columns of *THE INLAND PRINTER* are always open to ideas from printers on any subject of benefit to the industry.

If you lack time for detailed writing yourself, write the Editor telling him what you want. Make your subscription dollar buy more.

WASTE IS SABOTAGE

Says Samuel Lagrew

● TODAY more than ever before, any economy that can be effected is just another help towards relieving the strain on the ever-increasing shortages of materials and manpower.

There is without a doubt an unnecessary waste of materials and manpower in the printing establishments of America. While it is true that waste is a financial loss, even more important today is the fact that waste means loss of manpower hours and materials. We must remember that it took manpower to produce this wasted material, and it will require more material and manpower to replace it.

If you are an employer it is your duty to be firm and make your employees understand that today more than ever before needless waste will not be tolerated. If on the other hand you are an employee, take pride in your ability to prevent needless waste, bearing in mind that our Government stresses the fact that conservation of material and manpower is absolutely necessary if we are to achieve victory in the shortest space of time it is possible to win it.

We printers of America have been very fortunate in being able to obtain the materials that are necessary for the production of printing. While it is true that our Government has been forced to limit and control certain materials, we should appreciate the fact that no noticeable shortages exist. Although few drastic limitations have as yet been imposed upon us, it appears obvious that we have no right to sabotage our supply channels with excessive demands because of needless waste in our operations.

Waste in its various ugly forms is brought about mostly by carelessness. While it is true that no matter how careful we are waste sometimes rears its ugly head, we must and should endeavor to keep it at a minimum at all times.

It is to our advantage, whether as an employer or an employee, to make every effort towards conserving the

These Men Chose the Best Hints and Helps!



● These men of recognized ability, and the Editor, were the judges in the "Hints and Helps" contest. The gentleman at left is Amos W. Bishop, superintendent of the University of Chicago Press. The pleasant-faced printer at the right is William Bentley, general superintendent of the Neely Printing Company, Chicago. Being closely concerned with the problems of management in live, progressive organizations, these two Craftsmen were well qualified to judge the value of the suggestions made by those men who entered the contest.

Judging as they did on the basis of the savings in time and materials it would be possible to make if the instructions in the articles were followed by a printer, these judges paid little attention to pretty writing or beautiful manuscripts. While neatness and clarity of expression are indications that the writer knows his subject thoroughly, the method of preparation of the manuscripts was entirely secondary. Whether you wrote in pencil, ink, or on a typewriter made no difference to the judges, just so long as sufficient information was given in a legible form so that the instructions could be followed. Every entry was fairly judged.

basic materials needed for printing. We must do this if we are to have sufficient materials to continue in business until the war ends.

There is every reason to believe that by conserving our basic materials and preserving our present equipment we should emerge from this conflict prepared to regain our position as one of the country's leading industries.

Most of the spoilage, whether it is due to carelessness in planning, producing, or finishing, can be reduced if we will make a serious attempt to be more careful.

Haphazard planning of pressroom schedules, and the contention that one press or pressman is as good as another should be discarded. An effort should be made at all times to bring together the press and pressman who are best suited for the specific job that is to be printed.

The practice of presswork requires specialized skill that is acquired only by years of experience combined with a natural aptitude for this type of work. Because of this certain pressmen are better qualified than others and to these men, and only these, should the higher grade of work be intrusted.

Having arrived at the conclusion that carelessness is usually responsible for a large percentage of waste, and admitting that carelessness is not due to unavoidable mechanical failure but due instead to human failings and shortcomings, let us be honest with ourselves and not hide behind the melodramatic phrase that it is human to err. Instead let us as individuals hold ourselves responsible and accountable for any action or carelessness that leads to waste.

It is the writer's contention, gained through experience (by on-the-job observations) that a great savings both in time and materials will result if the rules and procedures set forth herein are strictly and conscientiously adhered to.

1. **Use standard paper mill sizes as much as possible.** (This will result in a reduction of offcuts which eventually find their way into the scrap pile.)

2. **Take the paper to be used into consideration when ordering artwork and engravings.** (This is important if we are to achieve maximum press production.)

3. **Make more use of the work and turn, instead of the sheetwise or**

two-up methods. (This will result in savings of metal, lockup and make-ready time.)

4. **Do away for the duration with all fancy die-cuts, tip-ins and extra folds.** (These are unnecessary time-consuming operations that we cannot afford in the present crisis and must sacrifice.)

5. **When printing large solids use plastic plates.** (This will result in a saving of metals that are vital to the war effort.)

6. **Familiarize yourself with all methods of reproduction.** (Sometimes savings in time and materials can result by combining one process with another not even to mention the fact that such knowledge may be a means of holding a customer.)

7. **Consult the pressman when in doubt as to which press to use.** (His experience and knowledge of the various machines may save time and prevent waste.)

8. **Make it a point to read trade journals.** (This will keep you abreast with any new ideas which you may be able to utilize.)

9. **Lend a sympathetic ear toward any grievances or demands made by employees.** (A diplomatic discussion of any differences may prevent you from losing valuable personnel.)

10. **Pay top wages.** (This will attract the best craftsmen to your plant, which will result in better work and less waste.)

Proper lubrication, careful handling, and the immediate replacing of worn parts will prolong the usefulness of our present equipment. In pre-war days the rule of most printing establishments was to obtain the maximum speed and production from their machines; and when worn or outdated, to replace them with newer and more productive models. Today, because of the lack of replacements, this is no longer possible. We must preserve and conserve our present equipment, at least for the duration.

After the victory has been won it will take press manufacturers and printers' outfitters some time before they can convert their facilities in order to produce the equipment which the printing industry will need. The printer who takes care of his present equipment will have an advantage over the printer who must wait for replacements before he can profit from the boom of post-war business.

To Conserve the Life of Linotype Matrices

Do

- ★ Clean spacebands every eight hours of service.
- ★ Renew worn assembling elevator matrix buffers, worn front and back detaining plates, worn front and back pawls.
- ★ Adjust the assembler chute finger to the proper angle to cause the incoming matrix to strike outside the sidewall area of the preceding matrix.
- ★ Clean mat lugs only, using rubber eraser or a specially designed rotary metal brush.
- ★ Remove all matrices having damaged sidewalls or bent or bruised lugs.
- ★ See that the inside edge of the assembler small cover does not project inwardly beyond the line of the inside edge of the large cover.
- ★ See that the pot pump stop is working freely and is adjusted to prevent casting short lines.
- ★ See that the teeth on the second elevator bar and distributor box bar are free of burrs.
- ★ Pick up and return to the magazine promptly matrices that fall to the floor.
- ★ Take font proofs occasionally of all characters, cast in groups alphabetically.
- ★ Replace star wheels when edges become rounded.

Do not

- ★ Do not dump matrices in a container for cleaning. If benzine or other liquid is used for cleaning, arrange the mats on a galley and carefully brush the lugs with a brush dipped in the liquid.
- ★ Do not clean matrices with any liquid containing chromic acid. It is a brass solvent.
- ★ Do not use oil on back mold wiper or to excess in places where it may get on mats.
- ★ Do not operate the keyboard or handle matrices with dirt or grease on the hands.
- ★ Do not use graphite on matrices or in magazines.
- ★ Do not force a tight line into the vise jaws.
- ★ Do not send in short lines unless sure the pot pump stop safety is operating perfectly.
- ★ Do not remove tightly wedged matrices in a careless or forceful manner.

Advice that will save you hours of wasted time, from *The Trade Composer*, official publication of International Trade Composition Association

THE INLAND PRINTER for November, 1943

America Has Contributed Much to Printing Progress

Leadership in development of the industry

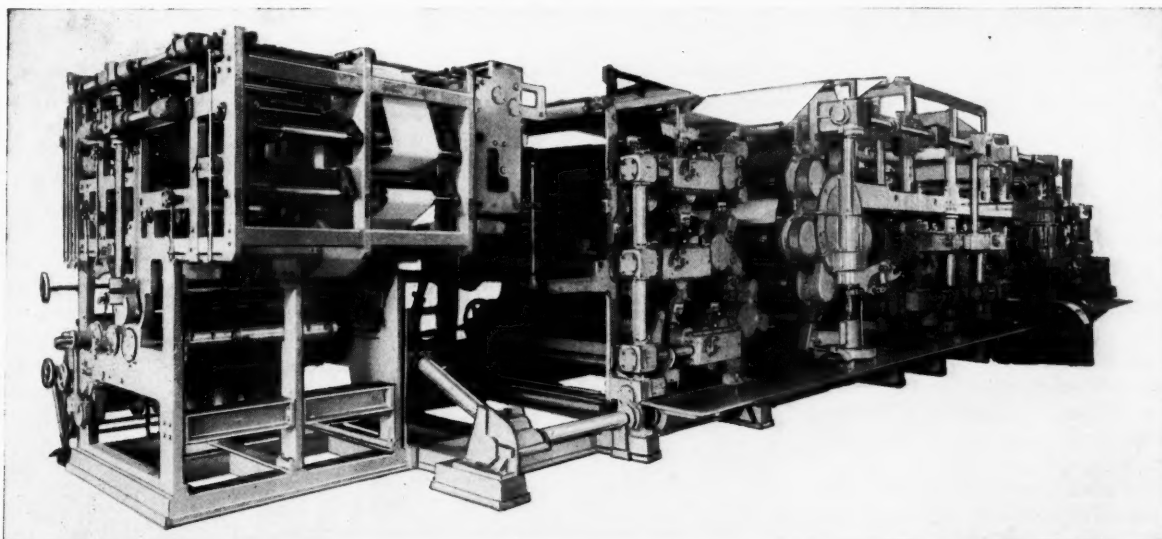
has shifted from Europe to America in

recent years, was the theme of this talk given to Craftsmen at Chicago • *By Douglas C. McMurtrie*

WE ARE MET in the midst of a great war to discuss matters of mutual concern to us as printers. The magnitude and scope of that war has recently been highlighted by successful operations in North Africa, in conjunction with allied forces, of a United States Army of conse-

Because of the very intensity of our war effort there have been—and will continue to be—very many shortages of materials and equipment. But our industry has fully demonstrated its flexibility, resiliency, and spirit, by attacking and surmounting every difficulty as it has arisen. As each new limitation

“elbow grease.” The cylinder press was the invention of a German, Friedrich Koenig, who went to England because he could not obtain the encouragement he needed at home. He was assisted by his countryman Bauer. So the first power press printed a newspaper in English at the rate of over 1,000 im-



This press, manufactured by C. B. Cottrell & Sons, will print five colors on both sides of a web of coated paper at rate of 20,000 impressions an hour

quential size—an event that even the wildest dreamer could not have conceived five years ago.

We are met at a time that recent prophets of despair predicted would mark the doom of the printing industry. True it is that some printers have experienced disaster, and all have faced serious difficulties in continuing operations, but the saving grace has been the demonstration, once again in the history of mankind, that printing is essential to any important effort—and this holds specially true in the lands inhabited by the peoples who speak the English language—peoples accustomed to all the freedoms inseparably associated with the functioning of a free press.

has been imposed, our Craftsmen have smiled grimly and said, “Here’s a problem to lick.”

In the midst of admitted difficulties of supply and manufacture, it seemed to me worth while, at this meeting of Craftsmen, to review encouraging developments in our industry that give future promise.

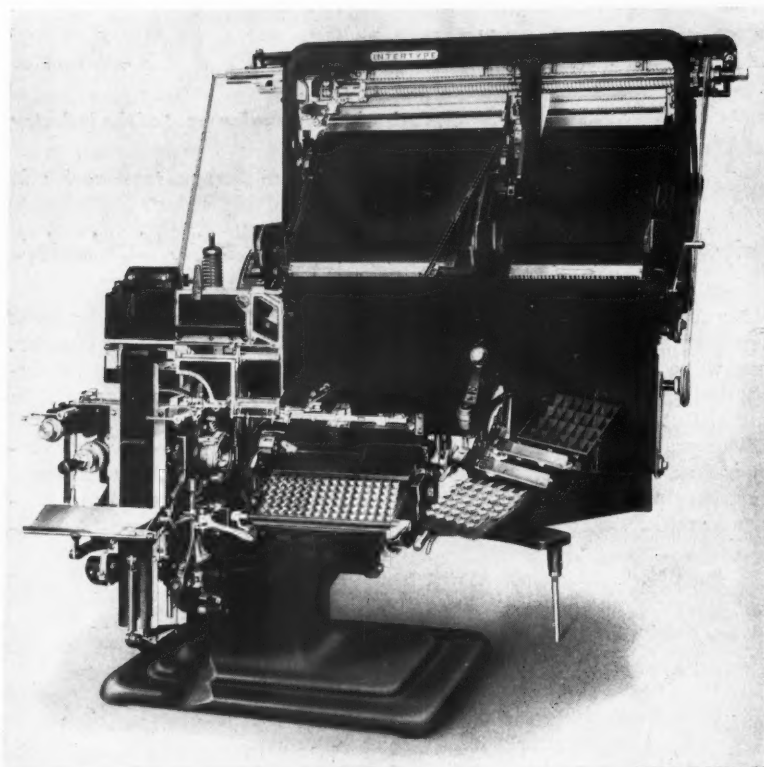
We all know of the beginnings of papermaking and printing in China and know—I hope—of the invention of printing with movable types in Europe; but for hundreds of years thereafter relatively little progress was made in the processes.

On November 29, 1814, *The Times*, the now celebrated London newspaper, announced that its issue was printed by steam power, instead of

pressions an hour, on a sheet 20 by 32 inches in size.

This development constituted a great landmark in the history of printing. For some time leadership in press building was shared about equally between England and the United States. In more recent years, however, leadership in this field has certainly shifted to America.

The first rotary press for printing newspapers was made in England. The Hoe company, in the United States, however, promptly improved upon it and developed the first high-speed rotary press in the industry. The work of the Hoe company was very ably supplemented in later years by Goss and a number of other press builders.



A modern Intertype machine which does almost everything in the line of typesetting. With its four 90-channel and four 34-channel magazines, it is a far cry from typesetting machines of 50 years ago

Those who know about the development of commercial printing equipment realize that it was a press designed and built in Chicago which set new standards for cylinder presses throughout the world. That press was the Miehle, and American-built Miehle presses are in demand all over the world. This concern has also contributed two other original presses, the Miehle Vertical, and later the Miehle Horizontal. Miller, a contemporary of Miehle, working to develop higher speeds, has made notable progress in streamlining the cylinder press.

In the job-press field, the name of Gordon is widely known, as is also the job press which bears his name. The Kelly press, invented by an American, was one of the first fast, automatic job cylinder presses. In recent years, the Cottrell organization has done pioneer work in press building, developing modern rotary presses which have made quality commercial printing at high speeds a reality.

I understand that Cottrell's latest achievement is a press which prints four colors on both sides of a web of coated paper at the rate of twenty thousand impressions an

hour, which amounts to one hundred and sixty thousand impressions an hour. When I first started in the printing business, it would have been necessary to run a hundred and sixty cylinder presses in

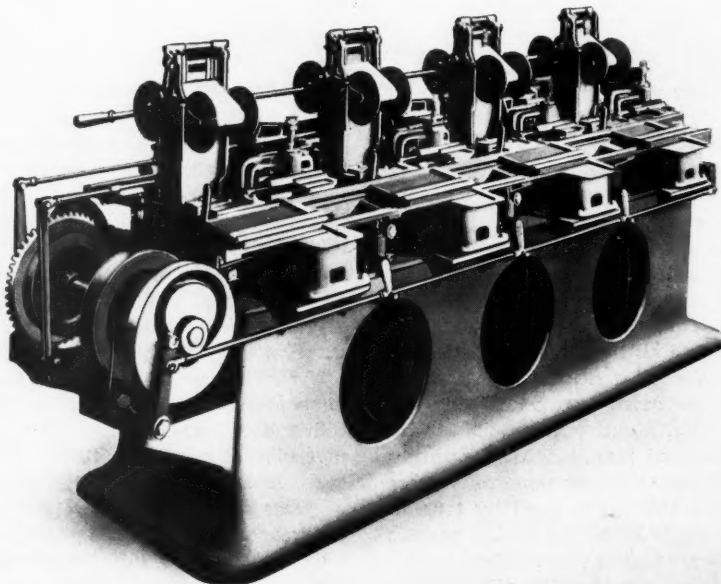
order to get this enormous volume of production.

Before I leave the field of presses, I should like to speak of one other very important contribution to the printing industry, likewise made here in Chicago. Many of you with gray hair can remember the days when proofing was very uncertain. The condition of the proofs sent to the proofroom and to customers was pitiful. The proofreaders were never sure how they should mark a proof because they couldn't tell whether a letter was a lower-case "o," or a lower-case "c"; and it was impossible to detect broken type until the job was on the press.

That problem was solved, as you know, by our own R. O. Vandercook, one of our old friends, as well as a member of the Chicago Club of Printing House Craftsmen. The Vandercook company's proof presses have now gone all over the world. Chicago built proof presses are almost as common in Australia as they are in this country.

Mechanical ingenuity is often erroneously credited almost exclusively to Europeans. Many people have not thought of the surprising fact that mechanical typesetting is wholly an American contribution.

The task of setting single types by hand out of a case and then distributing those types after they had been printed from was the most



This was the third Monotype model finished by Tolbert Lanston, and it was exhibited at the Columbian Exposition in Chicago in 1893. It provided for casting 6-, 8-, 10-, and 12-point simultaneously

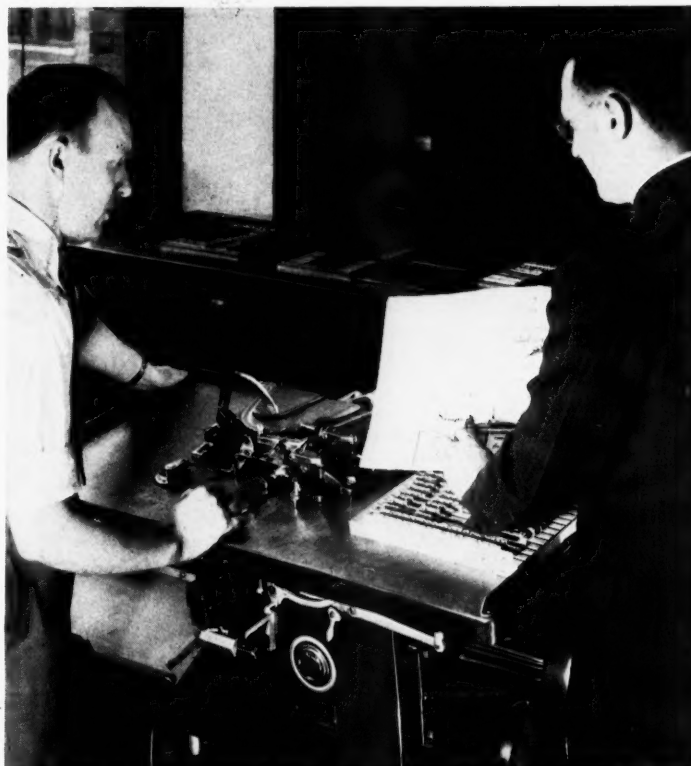
tedious and hampering job in the printing industry. It slowed up all printing, increased the cost of all printing, and limited the number of people who could enjoy the advantages of books, magazines, and newspapers. It was obvious to many that mechanical typesetting had to be developed, if printing were to progress.

The process of development was one of the most heartbreaking efforts ever made in our industry. Backers went broke and more people had sad experiences with it than in any other field of invention that I know about. The first attempts were centered around the mechanical setting of single types. One such machine was used on the *London Times* in the year 1882—the Keystone machine. In this country, the Paige typesetter, which sent Mark Twain into financial disaster, was developed to a point where it could actually set single types by mechanical means.

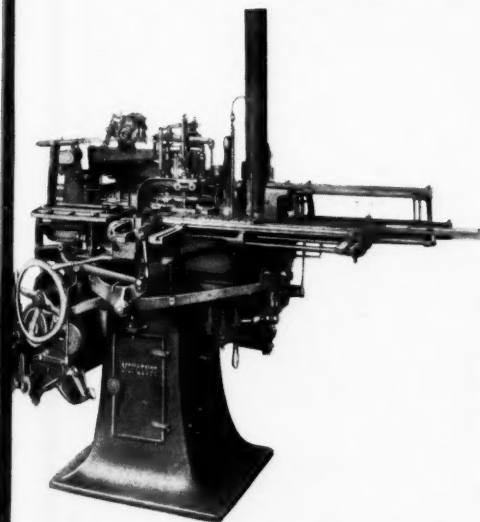
One of my old friends and associates, Martin J. Slattery, since deceased, who represented the Ludlow company in England for a number of years, was a demonstrator for Mark Twain and the Paige machine. From him I learned much

James O. Clephane, a successful stenographer in the law courts at Washington, and once private secretary to Secretary of State Seward during the strenuous days of the

of an American, Tolbert Lanston of Washington, D. C., was conceived in 1887, and placed on the market a few years later on. This was the Monotype, which, as we all know,



Operator and foreman discussing a job which is to be cast on the Ludlow and made up in multiple forms, thus eliminating the holding of many pounds of type kept for reprinting



Typesetting unit of the Monotype Typesetting Machine. Operation controlled by a paper ribbon prepared at Monotype keyboard by operator. This is current model

about the difficulties that were encountered and the work necessary to keep this very complicated machine operating.

The first successful typesetting machine was invented in America, and here are the circumstances.

Civil War, interested himself in various ways to get words down on paper easier. He was interested in the development of a successful typewriter for one thing, and also a mechanical means to set type. He led a group of friends, and spurred on Ottmar Mergenthaler, young German machinist in a Baltimore shop, to carry through the experiments and to construct a practical typesetting machine. The problem was finally solved, as you know, not by mechanically setting single types, but by setting matrices, which circulated through the machine, and casting a slug from a line of type-face matrices.

As time goes, this happened not very long ago. The first machine—the Mergenthaler Linotype—was put into practical use in the composing room of the *New York Tribune* in 1886—not much over fifty years ago.

Another successful typesetting machine, once again the invention

gave the trade its only high-quality mechanical typesetting for a good many years after it was introduced.

The next machine that came on the market was the Intertype. The Intertype, in general, followed the same principle as the Linotype, and contributed considerably toward progress in keyboard slug composition. None of us should lose sight of the fact that it has been the competition between the two great companies making keyboard typesetting machines which is responsible for many of the advances in this field.

The latest machine for typesetting is also wholly American, and I refer now to the Ludlow. Oddly enough it is an entirely different machine from the original concept of a typesetting machine which had been worked out and proved totally unsuccessful. William A. Reade, the first president of the Ludlow Typograph Company, was attracted by

the possibilities of the original machine. While this machine was being worked on, he observed the need for a machine for setting display composition, which had not been fully provided for by any existing machine. The first idea was discarded and the Ludlow company under Mr. Reade's leadership then proceeded to develop a system of composition, using hand-set matrices from which slugs were cast.

This invention, like the others of American origin, has gone all over the civilized world.

There were many difficulties to be overcome before fine-quality slug composition could be turned out—the fitting of letters, the design of type faces, the face of slugs. Until a comparatively few years ago it was extremely difficult to get quality slug composition. The improvements in quality of fitting, in casting, and in type face design made during the last fifteen or twenty years have been spectacular, to say the least. The status of slug composition is now well established.

There is an odd fact about typesetting machines, which I venture to say few printers know. Another keyboard slug machine, of American invention, is manufactured and used in Germany, but not used in this country at all. So America has a 100 per cent record for inventing practicable typesetting machines.

Another way to produce composition is being experimented with today and is frequently discussed—photographic composition for offset and gravure printing. All I can say is that the talk started about fifteen or more years ago, and that yet today no one that I know of is actually setting a large amount of composition photographically. How long it will take before this photographic composition is practical, or whether it will ever be practical, are open questions.

(To be continued in the next issue)

★ ★

ISSUES FACTUAL DATA

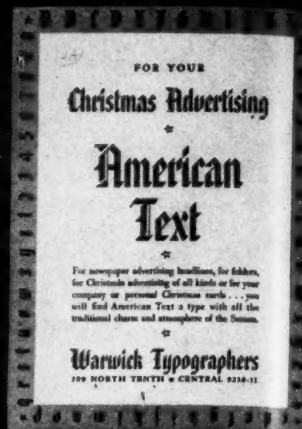
Because much of the factual information concerning fine writing papers has become obsolete, the American Writing Paper Corporation has issued a "new-up-to-the-minute portfolio" displaying its line of business and advertising papers. The portfolio contains specimens of the papers of the company, as well as an informative folder giving condensed data on all lines.

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Dead-end Boy

By John Malcolm Kelly



... should go on to the end. We shall fight to the bitter end on the seas and in the air with growing confidence and growing strength. We shall defend our island at whatever cost. We shall fight on beaches, we shall fight on landing grounds and on hills and in fields and streets. We shall never surrender. Even if—indeed I do not for a moment believe—this island, or a large part of it, were submerged and starving, then our Empire beyond the seas, united and guarded by the British Fleet, will carry on the struggle until, in God's good time, the New World, with all its power and might, sets forth in the liberation and rescue of the Old.

London, June 4, 1940.

—W. Churchill



CHRISTMAS CARD IDEAS



CHRISTMAS MAY BE WAR-CLOUDED and somber this year. All the same, printers will have the usual last minute rush from customers who want greeting cards. There is no better way to make a profit, as well as a lasting impression, than to please a buyer with cards you "individualize" for him.

The holiday greeting no longer has a standard form, rigid with tradition. It offers you a lush field for experimentation with ideas. Your conservative customers will want something traditional. Others will want the newest and wildest interpretations, with a Dali touch.

THE INLAND PRINTER presents a large selection of exceptional cards that have been sent in by printers and advertising men, which can be adapted to the needs and tastes of your customers. Large or small, simple or ornate, religious or humorous, intimate or impersonal in its message, a Christmas card is a permanent and important part of the holiday that perhaps becomes more meaningful in these times than ever before.

If you would like further information in order to produce any of these cards, write to us now.

On facing page: Cover of 8½- by 11½-inch French folder sent out by the Honolulu Star-Bulletin for Hawaii's second Christmas at war—lithographed in full color. Warwick Typographers, St. Louis, sent a reminder that Christmas types make Christmas advertising better, in light green, dark green, and red. Large size card of Davis, Delaney and Harris, New York City, was printed red, white, pink, and black on rough cover paper. From the U.S.S. Monticello came the cover of a Christmas dinner menu made up from type, rules, and ornaments by C. R. Reed, Printer 1/c, and printed yellow, green, red, gray, blue, and white on blue cover paper. "Reflections, Christmas, 1942," is cover for a sixteen-page booklet, written in the style of the Bible, telling what the "three wise men" think of the Axis, printed blue, yellow, and terra cotta. Winston Churchill's determined face highlights the booklet from Anthony Hordern and Sons, of Sydney, Australia, which also quoted President Roosevelt

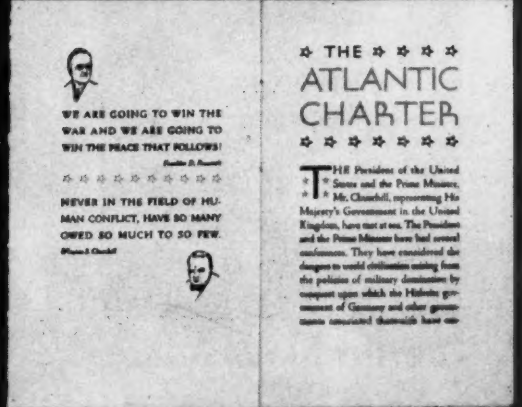
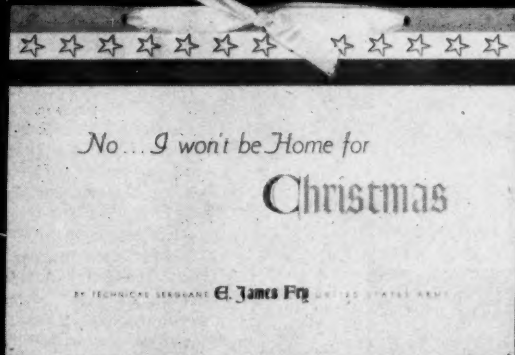
At right, beginning at top, wartime Christmas in a small town is depicted in the card of Ideal Roller and Manufacturing Company, Chicago, designed by Arthur E. Theobald, with illustration in green, red, and black tipped on a blue cover stock—size 10 by 7½ inches. Fred and Elsie Siegle sent the watchful eagle, printed black and red, from Scranton, Pennsylvania. Three Rivers Press, Three Rivers, Michigan, printed the singing angel in green and silver folding at top. Inside of the card of Frank DeWitt, instructor at Rochester Athenaeum and Mechanics Institute, made up of type squares, with red squares representing holidays. Albert M. Benner, Marysville, Kansas, sends a "V-fold" card printed in red on Strathmore Fiesta with light blue deckle. Githens-Sohl Corporation, New York City, produced the "Might Before Christmas" card, with bugle showing through die-cut in cover, red, white, and blue ribbon attached. "No, I won't be Home for Christmas," was produced by Ruttle, Shaw and Wetherill, Philadelphia, and has sixteen pages devoted to a letter from a soldier; colors are pink and blue. The Wells Manufacturing Corporation card was printed red and blue; with a view of its plant inside the folder. Twelve pages and cover tell the Christmas story of Grimes-Joyce Printing Company, Kansas City, Santa in red and gray on white. Axel Edward Sahlin, Buffalo, New York, printed this eight-page booklet in red and black with red suede cover to put across his Atlantic Charter idea



WISHING YOU
A MOST HAPPY
CHRISTMASTIDE.
VICTORY
In the
NEW
YEAR



And a Christmas for Your New Year Greeting
**HAPPY
HOLIDAYS**





Goudy Evening in Atlanta

ATLANTA DINNER TO THE PUBLIC PRINTER



DEVINY DAY IN ATLANTA

Thought that Went into the Layout of Three Programs

IN THE past three years the printing house craftsmen of Atlanta, Georgia, have held three special meetings featuring and honoring graphic arts celebrities. For each of the three meetings a special program appropriate to the occasion was designed by Craftsman R. N. McArthur, of the Higgins-McArthur Company, and produced under his direction. A great amount of thought was given to the planning of these programs, and as each of them was really an outstanding piece, it is interesting to have Mr. McArthur's comments on how they were developed, what influenced the selection and the planning of each element.

The first program was for a special meeting, held early in 1941, in honor of Frederic W. Goudy. McArthur decided that only a type face designed by Goudy would be appropriate, and as the Kennerly face was available, in roman and italic, for both hand and machine setting, that face was selected.

The next consideration was decoration. A border drawn by Goudy in 1908 for a special deluxe edition was used to frame a tipped-on halftone of a portrait etching. To give prominence, the line, "Goudy Evening in Atlanta," was set in a good size of the classic Goudy Text.

As McArthur stated, Goudy being a "traditionalist" he decided that the title page would have to be in traditional style, every particular being according to the tradition of book printing—and it was.

In selecting the paper, the choice was a mold-made buff cover, with deckle-edged white text antique. A string binding was used, in keeping with the traditional character of the other elements of the program.

The second program was for the meeting in 1942 honoring John J. Deviny, Deputy Public Printer, the first treasurer and a past president of the International Association of Printing House Craftsmen. This program, McArthur decided, should be modern in style, so sans-serif type was considered the most appropriate. The event was called "Deviny Day in Atlanta," that line being prominent on the cover.

As a modern, right up-to-date decorative note, a triple play was made on the "V" in Deviny, and this "V" was in red, white, and blue for "Victory." For additional modern decoration, bands of stars were set, reverse color etchings made, and these were printed in blue across the lower margin of each page, bleeding off sides.

The back page of this program carried a sketch of Mr. Deviny's career.

The paper selected was Kromekote cover stock, a high grade and mod-

ern glossy-surfaced paper, with a high gloss enamel paper for printing inside pages. Wire stitching was decided upon as fitting in with the modern scheme, but the stitching was concealed by the French fold of the inside stock.

The third program was in honor of the Public Printer, A. E. Giegenack, also a past president of the International Association of Printing House Craftsmen. This dinner was held in March, 1943. As McArthur stated, this raised the question as to whether another program could be done according to the standard pattern, or whether the time had come to make a departure and do something different. Certainly the program had to be as effective as that for the Deputy Public Printer.

A transitional style, one between the traditional and the modern, was decided upon, and because the Public Printer's mother came from England, the English Baskerville type face was considered appropriate. For the title page, all the lines were set in caps, evenly spaced, with the exception of the name of the guest of honor, which was set one size larger and printed in blue.

Then came the question as to what paper would be considered a la Baskerville. A laid paper was considered the most appropriate, but none was available, so the choice finally fell on Audubon Deckle in a gray cover and white text, the colored deckled edges being trimmed off.

A portrait of the Public Printer was printed on the glossy Kromekote and tipped on facing the title page. While it was recognized that the halftone portrait was not exactly "eighteenth century," it was felt that the high enamel finished paper did belong in view of the fact that Baskerville was the printer who first used shiny printing paper.

Decoration again was considered, and stars were decided upon, but as the name of the Public Printer could not be handled satisfactorily, a monogram, "A. E. G.," was set up, and this, printed in blue, formed the decoration on the cover under the two lines, "Atlanta Dinner to" and "The Public Printer." Three stars printed in red ink also were used, scattered, above, between, and below the two main lines.

As McArthur stated, each program was handled on the basis of its own conditions as a problem in appropriateness, its suitability for the specific occasion being the controlling factor. Craftsman McArthur is to be highly complimented on the manner in which he worked out the problems, and on the excellent character of the three programs.

Specimen Review

THIS DEPARTMENT MUST BE SENT TO US FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL



By J. L. Frasier

R. T. LEWIS COMPANY, of Pittsburgh, Pennsylvania.—Your September blotter is effectively designed and we have no important suggestions to offer you for its improvement. The one line of extra bold Bodoni, with its extreme contrasts, is not in key with the other quite monotone styles employed. Printing in two browns on brown-toned stock is beautiful, but the character of the star and streamer border makes red and blue printing on white stock more suitable.

ALLIED ADVERTISING ARTISTS, of Los Angeles, California.—The Brogan-Brandenburg advertisement, "Let's Keep the Peace In Mind," presents one of the finest combinations of type and picture we have seen. The characterful gray-tone illustration features a large and somewhat conventionalized dove in the sky above a country scene. The halftone is an achievement in photoengraving; copy, showing no decided contrasts, required great skill.

NICHOLS & ELDRIDGE, of Brockton, Massachusetts.—Although the spacing between words is rather wide in the gold label tipped in front cover, the booklet, "Selected Poems," is best executed of all the items you submit. The color effect of gold and red-brown (stock and title on label), is beautiful, also thoroughly suitable. None of the other items is particularly outstanding, but you are to be congratulated on the exceptional job you have done handling the large circulars of United Business Service. Amount and nature of copy is such as to make every one something of a problem, to the extent that the average printer wouldn't have bothered to produce anything out of the ordinary.

THE MYSTERY of the "great-est press run in history" folder of the Kaufmann Press of Washington, District of Columbia, we mentioned in October's Specimen Review, has been revealed by a follow-up folder which explains that the "press run" was a notice of moving. The front bears the heading, "The Press-run we told you about," above a layout which represents city blocks in green with brown footprints on white streets leading from the old address to the new. Inside is brief copy which includes the new address and telephone number of the firm.



Neat rule cover of house organ of Lund Press, Minneapolis. Cover is 4 1/4 by 6 inches

YORK COMPOSITION COMPANY, York, Pennsylvania.—Simple though the layout is, your blotter announcing the stocking of "Brush" is highly effective. The word in a very large size of that type, set askant and printed in light blue, overprints "the nearest thing to handlettering ever produced in type." That line in black extends across blotter near top, leaving narrow side margins. The start of the word, just to right of center, is lined up with beginning of text below, your name and address topped with "Stocked by" being in lower left-hand corner.

LARRY DEUTZMAN, of Smithtown Branch, Long Island.—We don't recall having seen a letterhead like yours on a lithographed stock letter-size sheet. Across top and taking up about one third of the sheet up and down, the ship illustration flanked by panels with maps is quite dominating. The calendar panels below, six on each side at side edges of sheet, combine with top picture to leave little space for typing the letter, suggesting that the sheet was made for some other purpose. Though we question whether any-

one would keep the letter from file for use as a calendar, it is an interesting idea.

CHARLES E. TENCH PRINTING COMPANY, of Chicago.—Your latest blotter is highly effective and demonstrates the power of simplicity. Featured by a fine eagle and flag illustration in blue at the lateral center—wing tips near top of blotter—"Back the Attack" appears in three red lines at the left of cut, "Buy War Bonds," also in red, at right. Blue stars appear outside the two red groups. A red combination rule across blotter just below eagle and flag illustration provides a panel for your name in blue below. That is all. Tone is added by the light blue stock and power is contributed by the extensive "white space." Type could be larger but this would not add power to count.

PAUL S. PHELPS, Kansas City, Missouri.—Stationery forms submitted are of an effective modern style of layout. Use of Brush Script for the name line contributes power, character, and the effect of being up-to-date. While the letterhead is excellent, the one line of type in silver is somewhat of a handicap in reading. However, use of extra bold type largely compensates. The envelope is best. Name and "Creative Printing" in comparatively large Brush appears in upper left corner.

IN TIME OF PEACE PREPARE FOR WAR



FIFTY-ODD YEARS B.C., old Horace counseled the people in time of peace to prepare for war.

If he were alive today—when a whole world fights, and whole countries are forced into total war economy behind the fighting men—Horace would be the first to see that his famous axiom works both ways.

How can Union Steel's men of science help you prepare for peace? They're the men, you know, who pioneered the amazing method of combining cast and fabricated parts called "Fabricasting". They're responsible, also, for such forward-looking products as "Univan," the new, tough steel, and the Web-Spoke driving wheel center for locomotives.

Might it not be that their metallurgical "know-how", practical casting experience and progressive outlook could help you look ahead?

UNION STEEL CASTINGS

Division of Inland Steel Company
Pittsburgh, Pa.

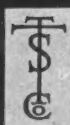
Makers of driving wheel centers • locomotive frames • pump castings • vault doors and frames • ansealing boxes • agitators • coupling boxes • open hearth charging boxes • gear blanks—and other steel and alloy castings for steel mills and general industry.

Here is a firm which believes that heavy industry and literature are good mixers. This advertisement was published in recent issue of Steel magazine

[SALES-MINDED TYPOGRAPHY]

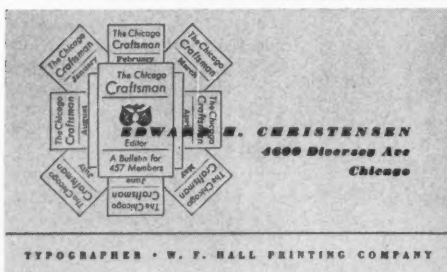


A HANDY REFERENCE OF TYPES
AND SIZES AVAILABLE



THE TYPOGRAPHIC SERVICE COMPANY
Telephone Market 3435
75 NORTH NEW JERSEY STREET, INDIANAPOLIS 4, INDIANA

Glen Pagett designed this type-line specimen folder, which was as neat throughout as was this cover in blue and black



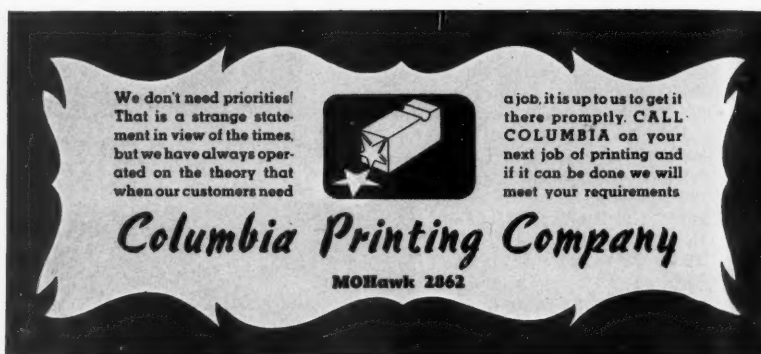
Business card and a meeting announcement designed by Ed Christensen for Chicago Club of Printing House Craftsmen

From the end of second line a one-point rule in black, like the lines, leads down and to the left to pica-wide silver band near bottom which bleeds off at sides, address overprinting in black. Words are too widely spaced in first two lines. We note in address in all pieces the street name is begun with a lower-case letter and that in name of city, "Kansas" is begun with capitals but "city" is not. This seems entirely wrong.

ROBERT J. WALKER, Detroit, Michigan.—The three Christmas cards you submitted have pleasing color combinations. Particularly nice is the simple one showing a leaping stag ornament, with "Merry Christmas" in bold sans-serif caps. Dark blue ink on blue Strathmore Fiesta with blue deckle tones down the boldness of the type very well. Another one carries an illustration from an old edition of "Pickwick Papers" printed in a dark brown on white Fiesta with green deckle. The third, printed in dark gray and blue on gray Fiesta with gray deckle, might be even more attractive if the dove were somewhat

side of vertical band at bottom of horizontal part. Lines of text to right and below the violet band are spaced too closely, especially inasmuch as the measure is wide and copy has been set in bold face.

MILLS PRINTING COMPANY, of Fort Worth, Texas.—Best feature of the Sinclair Building folder is the outside of the stock which simulates mother of pearl. Title page is interesting for the way rules and ornaments suggest an office door, knob and keyhole (the latter an exclamation point upside down) being particularly neat. Type of page is good as representation of customary lettering on doors. However, it is too small for page otherwise, that is, to be in proportion to page and for adequate display. Typography on third page is not distinguished. In the first place, page group is too square to harmonize in shape with the narrow page, suggesting type be set in a narrower measure and, so, occupy more space up and down. As the heading, "Announce," is continued by text, the line is too far from those following.



Columbia Printing Company, Chicago, takes an old-fashioned attitude against the present "dog-eat-dog" situation. Blotter was printed in red and blue on white. Size 9 by 4 inches

smaller. Sans serif caps used in expressing Christmas wishes are rather awkward as arranged in an inverted pyramid because lines are too nearly the same length. Possibly this effect could have been avoided by moving the word "and" into the third line to give a "long and short line" arrangement. Presswork is excellent.

O. R. THOMPSON, of Xenia, Ohio.—Blotters of The Buckeye Press are commendable, quite impressive. Too many words are set in caps as a heading of the one, "Close attention to the printing," et cetera and the head is, we believe, not enough more prominent than text to count. However, there's an "effect" that creates a certain character and the bled quarter-inch border contributes to the good effect of the ensemble. The other is more interesting. Around the left side and top, about one-half inch from edges, the pica-wide violet band contributes color and the design motif. Overprinting this band, the cap letters of the alphabet in bold sans serif space out to the length of the violet line; higher than width of band they line up at bottom with left

Indeed, as all copy from name on title page is presumed to read without a break, continuity is broken. It would have been well, therefore, to repeat company name at top of this third page. The words are spaced too widely.

Frye Printing Company, Springfield, Illinois.—That the effect of a design in black ink only on white paper may be both charming and impressive is demonstrated by the cover of the Dedication program booklet for The Henry Bunn Chapel. With the name, just given, in three lines of Weiss capitals one-half inch high near the top, followed by a small cross, the effect is excellent, what with so much white space. The cross seems too near the third line of the title (name). We feel there should be as much space there as between the lines above. Subordinate matter is in a single line across bottom, set in a comparatively small size of caps. Handling any other way would have meant an altogether different page, and an inferior one. White cord bow-tied through the fold adds attractiveness and effect of worth. Inside



"Banshee" catches attention on this blue on white announcement of stag party given by Graphic Arts Square Club, New York

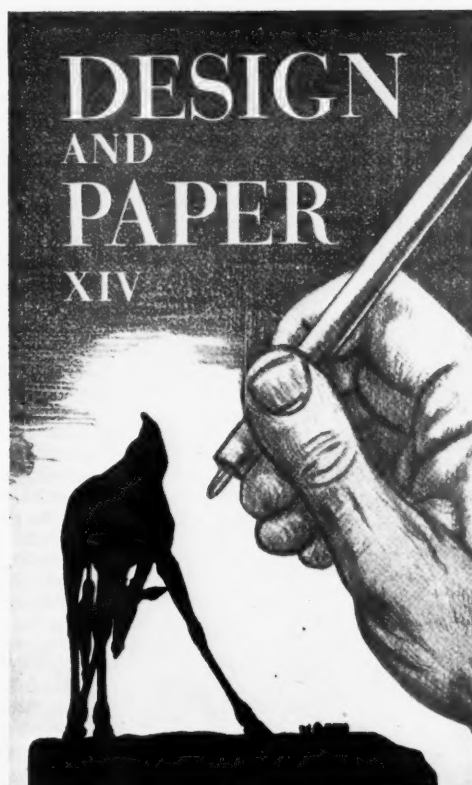
pages, "Order of Service," are smaller than cover and might well have been printed on heavier paper. The type shows through the stock just enough to be slightly objectionable.

WILLIAM G. JOHNSTON COMPANY, of Pittsburgh, Pennsylvania.—Congratulations on the 125th anniversary of your company—quite a record!—and the decidedly attractive folder by which you heralded the event. A French folder of a toned Fiesta cover with a violet colored band at deckle on right side, the front a short fold, it is very rich with "Our 125th Anniversary" in fine script printed gold across front somewhat above center, name in black being below. Center spread with violet band on left is even more attractive. "An Expression of Appreciation" in the script of the front and printed "gold" appears across the spread, rather more on right—than on left-hand page. Following, on right-hand page, the text of message is neat and readable lower-case roman type beautifully spaced. It is very interesting to note from the small squared group of italic in the lower left-hand corner of page two that your company is to sponsor a news broadcast over station WCAE. Aside from effective simple layout and fine taste in selection of type and lettering, a feature is the excellent distribution of much white space. It seems perfect, decidedly proportional as well.

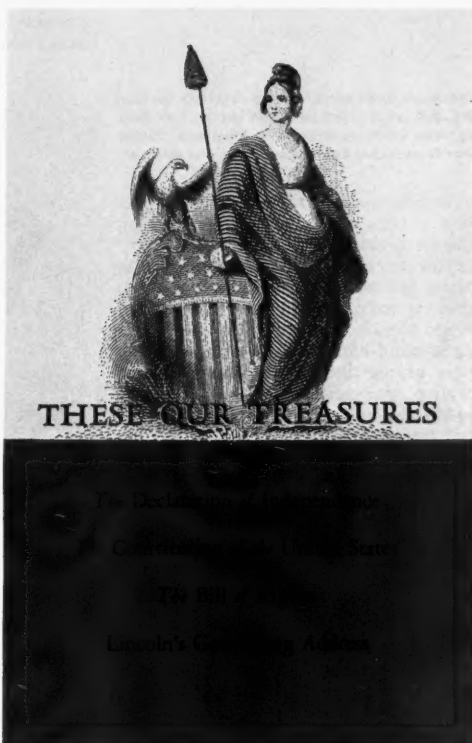
SEWANHAKA HIGH SCHOOL, Floral Park, New York.—Despite the violation of some principles the cover of "Education for Victory" annual report is interesting because of an unusual distribution of white space. It would be more pleasing, however, if the lines were not so long, if white space at ends were greater, if type did not crowd rule border at sides so closely. This would mean making "Annual Report" two lines instead of one, similarly changing last line. Despite comment on white space distribution there is a vast area between type at top and at bottom in the page as handled, suggesting an ornament or picture between. The cover is appropriately printed in red (more like orange, however) and blue. As to its value, however, the blue is a bit weak in relation to orange. Type used for the text throughout inside pages is characterful but too weak for the highly coated stock, difficult to read except by folks with the best of eyes. It isn't a case of ink, for half-tones printed along with type are black enough; and we don't believe as little more impression as could be given would help enough. It's simply a case of type which carries too little ink on the face to allow of the fullest and best readability on the highly enameled paper you used on the report.

WILLARD B. GOLOVIN COMPANY, of New York City.—The 9½- by 12½-inch French folder you printed in three colors one side on Shadow-mould Gardenia, illustrates three flags—a white flag of surrender, a Japanese rising sun and a Nazi swastika—each battle-scarred and tattered and tied to a bristling bayoneted rifle with the title, "—AND SOON! We'll tie them to the mast!" This advertising not only utilizes paper, ink, and engravings with distinction, but the message addressed to American Business dynamically and with forthright candor points the role it must play to avoid serious post-war recession. The theme essentially conveys the necessity for developing both a *Growth Plan* and the utilization of *New Ideas* and *New Visual Techniques* to absorb post-war reconversion to civilian goods. Printers and advertising men should study the campaign (the folder is the first of a series of mailings) carefully for it points to a trend. Business men, no doubt, will be sufficiently impressed to request copies of the folder and further information about the plans to meet the conditions of a changing world. The Golovin Company has twice been awarded the International Cup and International Plaque by the Direct Mail Advertising Association for production of the best and most effective direct mail campaigns in color.

THE EL SMITH PRESS, of Pittsburgh, Pennsylvania.—Contrast in shapes of types used is rather serious, but the leading fault with



The ingenuity of human fingers is dramatized by Marquardt and Company, fine papers, New York City, in a booklet showing the silhouettes of Ugo Mochi, with eight pages of reproductions of cut drawings. The cover of the booklet is brown on tan paper



This is the cover of a booklet of American classics which was described in September "Specimen Review," and is printed in blue, red, and black on white. Body was printed blue and black

your blotter, "Printing That Gets Results," is the effect of disunity brought about by arrangement in four distinct parts. A cardinal principle of good design is simplicity, which requires the smallest number of parts. When there are many, the effect is complex; the reader's eye is kept jumping here and there. An advertisement which holds together as a unit, so to speak, may be likened to a rifle bullet, whereas one of



This printing of poem by John Gillespie Magee, R.C.A.F. pilot killed in an air battle, was done by John Gartner, Melbourne, Australia. Folder was described in September "Specimen Review"

numerous parts is similarly comparable to a charge of bird shot. Even though the many small pellets may be as heavy in the aggregate as the single bullet the power is not there. Distribution of white space is not pleasing and balance of the whole is not secure because the upper right-hand corner is not occupied with type as are the others. True enough, symmetry or centering are essential only to formal balance and there is occult (off center) balance to consider. In occult balance, nevertheless, weight on one side must equal weight on the other, though form (outline) of the groups may vary. We realize there are people who preach that to be dynamic design should disregard balance. These contemplate balance only as formal balance, the result of centering.

THE FELT ASSOCIATION, of New York City.—We like the cover of your brochure, "Felt Facts," very much. The dull light blue antique stock is charming and is allowed to show to full advantage by limited printing thereon. Title in two lines of extra condensed one-inch letters is printed in a dark and harmonizing blue over a blind-stamped panel, this

definitely above and to right of center. A blue line (about two points thick) extends from left-hand edge of cover to vertical center of panel and from right side of panel to edge of paper stock there. The ensemble combines beauty and impressiveness at one and the same time. Your title page is not so good. First of all the illustration, a halftone from a line drawing is too weak in relation to type. Considering strength of main title the subtitle is too weak, and in two almost equal lines seems "dumpy." The effect of this is made worse because the two lines are centered between the one above and the imprint below, violating proportion which requires a pleasing variety. If the cut were heavier the two lines worked over into three or four, break by sense, so as to take up more space vertically, the page would be much better. This new group should be closer to main line than imprint. Can you visualize it? Other pages are excellent, illustrations of same technique as picture on cover being heavier, indeed match tone of the Bodoni type nicely. Considering the booklet is so neatly composed and printed, and paper is so fine, we feel lines of cut captions should be squared up. Presswork is highly creditable to your printer.

D. J. BAKER, Troy, Alabama.—Frankly, your letterhead could be improved. Point of weakness No. 1 is lack of unity. There are three very definite parts and these not only result in complexity of appearance, but compete with each other for attention. When there is lack of unity, "holding together," there is also lack of strength in design, and this is true almost regardless of how bold or large type may be. The involvement already mentioned is increased by the rules, particularly because these are printed alternately in red



H. S. Weissenfluh designed this timely cover for the house organ of Paris Printing Company, Kansas City, which was printed in black and light blue

and blue. Furthermore, the rules dominate the type, and ornament should never dominate the type matter with which it is used. Another point: the types are not harmonious, the Copperplate Gothic being extended, whereas the roman face is rather condensed. This violation of shape harmony contributes to the general unpleasing appearance. There is also a suggestion of crowding, but this could have been obviated in the central group by eliminating the rules in red above and below the line "Commercial Printers." Such use of rules is useless; they serve no practical purpose, even in adding color, because color is adequately contributed by the line of type itself. Without making a sketch it is difficult to advise you just what to do, but one of the first things, leaving the type just as it is, would be to

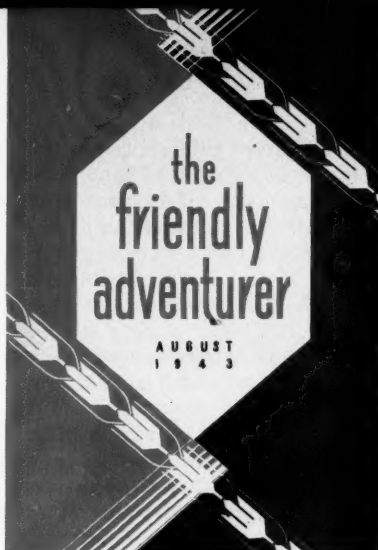


Too few people realize the vital role played by the printing industry of our nation. Imagine, if you can, an order being issued such as the one above. What would happen? Let's look inside for just a few of the consequences.

Morale

and the
printed word

These folders, and those on facing page, were produced by John M. Lamoureux, Warwick Typographers, for the St. Louis Typesetters' Association to aid in getting an essentiality rating for printers



A modern wheat decoration keynoted the house magazine of Birmingham & Prosser. Cover was brown and gray on yellow; inside brown and black

eliminate rules in the two colors. Of course you may say that makes it extremely simple, which is very true, but a cardinal principle of good typography is simplicity, depending for ornament and beauty on the type itself, and on some arrangement of it (in connection with distribution of white space) that is essentially simple but interesting. But most of all you should guard against overdoing things, against working up designs with too many parts, and mixing type faces which are not related.

ALFRED HOFUND, of Denver, Colorado.—Quite a variety of items are represented in the package of work you submit and you handle all just about equally well. Letterheads, of which there are relatively few, don't quite measure up to the standard of display cards and, particularly, booklets.

Faults, though, are in minor details. An example is found on the Bennett's breakfast menu. "Bid you a," the second display line, is too widely letterspaced, need not have been started so far to the left in line with the matter below. These words, in Cartoon Bold caps, are too low for the rest of the line set in Brush, with a second impression, by the way, in yellow to suggest shading. The three main lines on the title page, "Words About Wings," are larger than desirable and too widely letterspaced. Layout of the page is unusual, highly interesting and effective and as the suggestion is of the wide open skyways the use of one size smaller type would accentuate this effect. The small plane illustration at the ends of rules (suggesting streaks) in the upper right-hand corner could desirably be more to the right. Line-up at right with lines following is actual but the contour of the tiny cut is such that optical alignment, which is the important thing, is not evident. It is how a thing looks that counts, and there are optical illusions which must be considered. You make excellent use of interesting paper with deckled edges colored for a space. This is particularly true of the program booklet for the twenty-seventh convention of the Lion's Club where, with first two leaves folded short, an excellent red, white and blue effect is achieved. Most interesting and effective of all the items are the booklets, "Treasured Memories," for a mortuary, and "A Tribute To—"; the candidate card of Harry S. Grill; and greeting card of Alfred Triefus in which the display, "A Merry Christmas and a Happy New Year," set in the form of an incomplete circle and printed in gold on left side, meets up with the body of the message which extends on out through the break of the circle.

JOHN MORRELL, of Montreal, Canada.—The several pieces produced to advertise and service the Third District Conference of Printing House Craftsmen are well thought out, unusual, and have real punch. We like the small folder "Aces, All for May 29" immensely. That copy only appears on the title page, the word "Aces" being in large extra bold square-serifed caps, the other words in Mandate Cursive, the big word



A Letter... to an unborn child

1943

Cover of French folder designed by Ray DeBoll, Chicago artist. Letter inside, which was written by a Yugoslav patriot just before he was killed by Nazis, has become a classic of World War II

Printing
SAVES
MANPOWER



Printers in St. Louis borrowed the plates for these folders, and thousands of copies were mailed out in that area. Green and black were the colors for these folders, pink and black for two on facing page

PRINTING
and
RATIONING

red, the others black. The conventional spade, heart, diamond, and club of the playing card appear one each in the page corners, each in its proper color. Inside, the signs are used at start of display on the four features of the meeting. The back cover carries "What, Another Ace?" Beneath that in small type, the fifth ace is disclosed as the "Wartime Printing Exhibit" of the Miehle Printing Press and Manufacturing Company, which has won wide acclaim and benefited thousands in the graphic arts. The center spread of the main announcement is also interesting. Two folds divide it into four sections. The upper right and lower left sections are printed red from reverse plates, the names of Stephen H. Harrington, luncheon speaker, and Douglas C. McMurtree, dinner speaker, showing white (stock). Other copy on these sections is printed in black over the red. The remaining two sections are left white, printing being in black. Where the four sections point up in the center the association emblem appears in red, being printed from same plate as reverse panels of the two featured sections.

Maintenance Notes to Help the Pressman Care for Rollers

● SUMMED UP in a few words, the requisites for presswork are press, rollers, ink, paper, and makeready with knowledge of how to use these means. The most popular rollers for commercial printing are those of the glue-glycerin type, the oldest type manufactured.

The cylinder press was invented during the Napoleonic wars at the start of the nineteenth century, but was a crude instrument because it lacked effective rollers. At that time glue-molasses rollers were in use in the pottery works of England to transfer an inked design to the pottery. The inventors of the press had similar rollers cast for the press used in printing the *London Times* and printing began to go places.

While a glue-molasses roller is an effective inker, it loses moisture too rapidly and becomes tackless and hard. Glycerin, with its capacity to hold and to absorb moisture, was substituted for the molasses.

The three important qualities of a roller are roundness, resiliency, and tack. The invention of roller-casting apparatus assured original roundness, but this is lost with age, the loss more serious in larger rollers than those of smaller diameter. This loss of roundness would be less in an air-conditioned room.

In the run-of-mine pressroom excessive heat and dry air cause evaporation of the moisture in the roller so that it loses tack and feels like a hide. While glycerin absorbs moisture it can lose it in hot dry rooms. In such a room, glycerin in an open receptacle like the lid of an ink can will pass off into the air in time.

To offset the loss of moisture to some extent, winter rollers contain more glycerin than summer ones. Whatever the pressman can do to keep moisture in the pressroom in winter helps to retain moisture and tack in the roller with less loss of roundness and resiliency.

In summer the reverse is true. The rollers are prone to absorb too much moisture from the air and become tackless. This is just like adding too much water to a muckluge which destroys its tack (adhesiveness). Whatever the pressman can do in summer by ventilation or oth-

erwise to keep the humidity from becoming excessive is helpful in retaining tack in the roller and preventing it from becoming swollen and waterlogged.

Careful setting will prolong the life of rollers, especially when numerous rule forms are run. If possible, use under type-high rules.

The best roller wash is kerosene, also the cheapest. It must be carefully wiped off of the roller and this takes a little more time in washing up, but this is nothing compared to the increased service obtained.

A youngster told an oldtimer that he had bought a lot for a home away out in the sticks and had thus saved quite a bit in the cost of the lot. The oldtimer said "that gain is nothing, compared to what you will save because it is hard to spend money out there in the sticks."

Resiliency in a roller is important when much of the work contains numbering machines and also when much of the work consists of old instead of new forms. The softer roller dips down deeper to ink the worn characters so that less time need be spent in makeready.

Experienced printers keenly realize the importance of good rollers and were quick to welcome the improvement of casting a thin layer of composition on a second layer of resilient material between the glue-glycerin and the metal roller core or stock. The roller-casting machine and the roller-sectioning machine, which may be leased from the roller-maker, also were welcomed by progressive firms in search of improved means. These devices enable the large print shop to keep rollers efficient at minimum cost.

Rollers, including the ends, should never be placed where exposed to extremes of temperature or humidity. All except very small rollers when off the press should be standing at or near the vertical and not in a horizontal position. When in storage they should be kept where there is moderate humidity without great heat. Basements and basement vaults are used for storage.

An object lesson in roller characteristics: in a pressroom under a tin roof, the rollers would tend to run down and melt on a hot summer night. The pressman hit on the happy scheme of removing the soft rollers to the cooler basement at the first sign of running down, substituting a second set until the soft rollers had cooled off.

THE SELLING POWER OF COLOR IS EMPHASIZED BY ADVERTISER

● A FINE EXAMPLE of the great value of color in advertising was inserted in the *Saturday Evening Post* some time ago by the maker of Arrow Shirts.

Under the heading "Why we use color in a white shirt ad," an illustration of a family group was printed at the top of the page in black and white half-tone, and at the bottom in full color.

The copy said: "We can do a fine job in plain black and white telling you how nice you'll look in an Arrow White Shirt. . . BUT—it is only in color that we can show how well a white shirt goes with every complexion. . ."

The great difference in selling power of the two illustrations is obvious—a point you can use in selling that extra color.

Why we use color
in a white shirt ad



This is the way a fine job is done in color and white telling you about how nice you'll look in the new "Arrow" White Shirt. . . and how well it goes with every complexion. . . and how well it goes with every complexion. . . and how well it goes with every complexion. . .



It is only in color that we can show how well a white shirt goes with every complexion. . . and how well it goes with every complexion. . . and how well it goes with every complexion. . .

ARROW SHIRTS

A WHITE SHIRT AND A TIE

The Pressroom

IF YOU SEND A STAMPED ENVELOPE. THESE QUERIES WILL BE KEPT CONFIDENTIAL IF YOU SO DESIRE



By Eugene St. John

FEEDING SMALL SHEETS

I am overprinting hundreds of thousands of labels similar in size to the enclosed, and I would appreciate it if you would let me know if there is an automatic press that will take a sheet as small as the samples enclosed: 2¼ by 2¼ inches and 2¼ by 2¼ inches respectively. If there is such a machine will you let me know the smallest and the largest sheet it will take, also the name of the manufacturer?

These small pieces may be fed on automatic platen presses. Our best advice is that you write to the suppliers for complete information in detail as to the smallest and largest sheet that may be fed, inside chase and platen dimensions, and other pertinent information. You might also arrange to print the labels in gangs or groups and round-corner them on your round-cornering machine after printing.

TIME STUDY ITEMS

Will you kindly fill in your unbiased estimate of the time which the *average* experienced and intelligent pressman would ordinarily require on the following described jobs on the four presses listed. Assume all presses in good condition throughout and no troubles develop, that the job cylinder presses are late models and that the pony has automatic feeder and extension delivery.

Job A. Eight-page book form, eight copper electros on patent base, sheet size 19 by 25, all type matter except three halftones, one 5 by 8 and two 2 by 3. Black ink on 45-pound E. F. halftone book paper, 110 line screen halftones. (NOTE—We recently ran 150,000 impressions on a job cylinder press and the lint was so bad that it completely clogged the air lines twice.) Assume a similar stock for the present job, cheap E. F. 25,000 sheets 19 by 25, sheetwise, a total of 50,000 impressions.

Job B. Simple three-line heading (new slugs) sheet 14 by 22, 25 per cent rag ruled ledger paper. Only 1,000 impressions one side, no close register.

The four presses are a pony cylinder and three job cylinder presses of different makes.

Preferably the positioning step of both jobs should be taken care of on the composing room stone. If this work is handed over to the pressroom, allow one hour for the first job; fifteen minutes for the second.

Makeready time for the first job should be one and one-half hours, for the second job it should be fifteen minutes; setting feeder and delivery, one-half hour on each of the four presses. Setting fountain on the first job should take five to fifteen minutes. Fountain is not needed on the second job. Running speed on each job should be 2,500 i.p.h. on the pony and 3,000 i.p.h. on each side of the three types of job cylinder presses you name.

Answers to It's a Quiz

Here are the answers to the quiz on page 28. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. c. The technical and trade magazines increased their sales 8,667,616.

2. Canada started a printing school in Quebec about September, 1942, when the war was three years old.

3. Commercial 15,000; lithography 1,000; gravure 25; photoengraving 700; bookbinding 1,500. Figures are based on the 1939 U. S. Census reports.

4. Overprint with gloss-press varnishes; coat with spirit varnishes; lacquer with nitrocellulose; laminate with cellulose acetate; paraffin.

5. Italic one line, small caps two lines, caps three lines, bold-face one wiggly line.

6. Because we are watching the thumbs and index fingers when operating machinery.

7. Cylinder Papers made on Fourdrinier machines have more stiffness, and react less than do cylinders in changes caused by variations in moisture.

8. Coarse: 50-55-60-65-85-100; fine: 110-120-133-150-175 and 200.

DIE CUTTING ON PLATEN PRESSES

Can you furnish us with information on die cutting on platen presses?

We are sending you the sources of supply for dies of steel cutting rule inserted in jigsawed bases of wood. Cork or sponge rubber is glued on the wood base to force the paper from the die after the cut.

After you have seen the dies, you can make your own, getting cutting rule from printers' suppliers.

A sheet of saw steel is secured on the platen with screws. Just barely enough impression to cut through the paper is applied, any more impression than that prematurely dulling the rules.

Gages are secured on the sheet of saw steel with glue or cold liquid solder.

SNAP-OUT CARBON SETS

Have you any information as to how snap-out carbon sets are collated and gummed? We refer to sets consisting of the original and one or more duplicate copies, interleaved with the corresponding number of carbon sheets and gummed at the top edge. All copies are perforated about one-half inch from the top, so that they may be torn out of the form without the carbon paper being handled. We will appreciate any information you may pass along.

These snap-out carbon sets are produced on special roll-feed machines, presses, collating and gluing machines, and such, and in some mammoth machines all the work is done in one operation, up to six sheets of bond, interleaved with five carbon sheets in a set, including the punching, perforating, sewing or wire-stitching after collating, and all other operations. We are sending you the names of the manufacturers of these machines, who will be pleased to give you information in detail on request.

LEVEL FORM IS IMPORTANT

A uniformly type-high form is an aid to makeready. High units cause bearoff and trial impressions for marking out cannot indicate the true impression needs of the form.

In addition, the very high units are likely to be damaged by the first trial impression even to the point of requiring replacement. Especially must this be avoided when printing rubber plates of unknown height. A rubber plate should be gaged before the first impression on a flat-bed press to make sure it is .916 high.

Low units also cause trouble, because it is difficult to judge impression needed when the low units are scantily inked and lightly squeezed in the trial impression.

The only satisfactory trial impression is that pulled from a form with all units level and type high and much grief in makeready will be avoided by making this right start.

VALUE OF COLORED PAPERS

On the shorter runs, instead of printing an over-all ground or first color on jobs where the paper does not show white (bare) in the finished print, it is often more economical to use a colored or tinted paper such as ivory or India coated, or dull or semi-dull coated, thereby saving the cost of the solid ground color plate and the ink- and time-consuming run from it. When the run is short, the saving is greater than the increased cost of paper. On very long runs the cost of paper enters into consideration.

The best designers today utilize the color of paper even when it is not covered by an over-all background. The color of the paper is utilized as one color of the design and one printing is saved.

THRIFT POSSIBLE FOR SMALL SHOP

A certain manufacturer located in a building shared largely by big printing and lithographing plants which operate only large presses, operates his own small-size platen presses for certain work not conveniently produced outside for him.

He places his large printing and litho jobs with his neighbors in the same building and gets a considerable quantity of the paper to be printed on his platens for the trouble of moving all the scrap cutoffs too small for large presses from his neighbors' stockrooms to his own. It is surprising what the total cutoff amounts to in a year. Not only does the thrifty one keep down his paper bill, he saves himself much time that otherwise would be necessary in cutting up large sheets.

PREPAREDNESS IN PRESSROOM

Among the principal causes of lost time in the pressroom is lack of reasonable preparedness.

Examples: for one reason or another a halftone or solid form must be printed on a sheet of coated paper with very scant margins on a platen press. Considerable time is wasted in learning that no arrangement of stripping devices, regular and improvised, makes it possible to strip the sheet from the form unless stripping is made easier by reducing the ink with kerosene or other tack killer.

After still further waste of time getting the sheets to strip, it is discovered that the softened ink looks nothing like the sample and, if a match is necessary, the inkmaker is called upon as the last resort. He has the answer, of course, in a special platen press halftone ink.

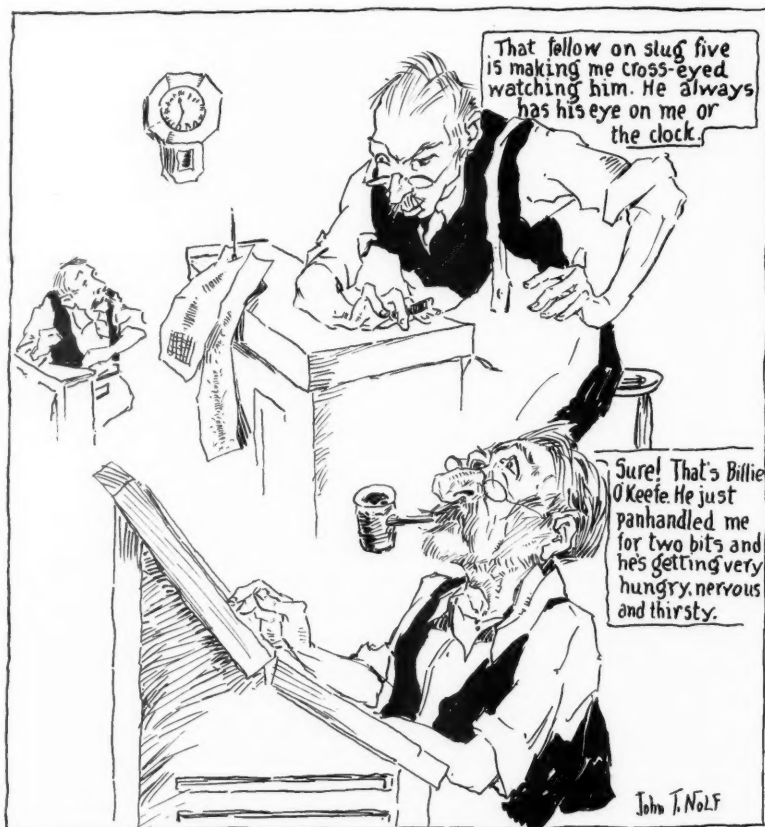
This is but one of innumerable instances where production is held up or delayed because of lack of preparedness with the inks. How often after lining up, registering, and

makeready, is the work held up because an ink suited to the paper is not at hand?

Lack of rollers in good condition, that is, out of round, too hard, or without tack, is another prolific cause of trouble. How often is the pressman confronted with the fact that a new form, suitable ink, good paper, and a most thorough makeready together cannot produce a good print if the rollers are not in good condition? Faced with turning out a high-grade job, there is no alternative but to order new rollers.

In some shops little attention is paid to the storage of paper. If incoming stock is kept in the original wraps to season to pressroom temperature and piled with the concave (side inclined to curl) surface down, most of the troubles encountered in feeding sheets may be avoided.

A little reminiscing on the part of any pressman will recall instances in his experience when many jobs might not have been the headaches they were if preparedness had been made a habit in his procedure.



"In the Days That Wuz"—When the Clock Stood Still

Cartoon by John T. Nolf, Printer-Artist

To GET what you want --
-- KNOW what you want --

- That's a good rule. But when you want to buy some printing we can help plan the job--help you make up your mind what you want. We have a large file of samples, printed for many purposes.
- To get printing planned and produced--just as you WANT it-- Phone 6611.

TAYLOR'S • 469 High St. • Morgantown, W. Va.

ORIGINAL DESIGN

To GET what you want
... KNOW what you want
THAT'S A GOOD RULE

But when you want to buy some printing we can help plan the job --help you to make up your mind as to your requirements. We've a large file of samples, printed for the needs of our many customers.

TAYLOR'S
469 HIGH STREET
MORGANTOWN, WEST VIRGINIA

To get printing--planned and produced just as you want it-- Phone 6611

REDESIGNED

● THE ORIGINAL BLOTTER which appears at the top of the page lacks design and fails to use color to best advantage. In the redesigned blotter, some of the major weaknesses of the original have been overcome.

To attract the reader's eye, the headline has been made the dominant unit. The text matter has been set in a narrower measure to improve readability. The rule border, which gives shape to the headline panel, affords the opportunity to use color to lead the eye directly into

the advertiser's name. The modern arrow adds decoration and gives the eye a "boost" in the right direction.

The new design brings into play some of the "types of the day." The Brush Script and Stymie Bold Condensed add punch to the blotter while the Lydian series is used for the text panel. The use of too many type faces can bring about disastrous results. However, the use of one type face for the smaller sizes with contrasting sizes of other faces for display adds eye appeal.

**TYPOGRAPHIC
CLINIC**

By Glenn M. Pagett

Good Copy Improves Offset Quality

This second article in a series tells steps in photolith process which will help in the preparation of good copy • By Eugene St. John

● SHOULD the small planographic shop receive a job including halftone reproduction of a photograph in continuous tone, the negative may be obtained from a photoengraver or platemaker. This side-steps the cost of a halftone screen and the experience needed to produce halftone negatives.

This also holds true when copy is received that will require color separation negatives, because of colored paper or ink in the copy.

In order to touch up or remove faults in the copy, square and line it up, and to group units for layout together whenever necessary, a T-square, triangles, black drawing ink, pens, brushes, pencils, and a drawing board will be necessary.

STEPS IN PHOTOLITH PROCESS

Before passing from copy for the printing frame, to copy for the camera, it is in order to promote a clear understanding by setting down in order the steps of the photolith process: 1. Preparation of original copy or image; 2. Production of a photographic negative or positive of the original. This is of a predetermined size, in either line, halftone, or continuous tone on wet (collodion) plate, dry plate, process film, or on negative paper; 3. Enhancement of contrast in the negative or positive before printing down the image on the metal press plate. This modification may be by opaquing, retouching, staining, dot etching or other toning.

Step No. 4 is the graining (after cleaning) of the metal press plate to hold water and improve the anchorage of the coating on which the image is to be printed down; 5. Chemically counter-etching the surface of the grained plate to increase its affinity for the image; 6. The application of a light-sensitive coating to the plate in the form of an aqueous bichromated albumin. Other colloids such as process glue, gum arabic, and gelatin are substituted for albumin on metal plates for deep etch; 7. Exposure under the negative or positive, while pressed

in uniformly firm contact, of the sensitized coating to the action of the arc lamp; where it passes through the clear parts of the negative or positive the light renders the corresponding parts of the coating insoluble.

Step No. 8 is the application of a fluid developing ink to the entire surface of the colloid coating, the first step in developing or bringing out the image; 9. Development of the latent image by the action of water which penetrates the ink and loosens the hold of the soluble parts of the albumin coating.

ETCHING THE PLATE

The tenth step is the etching of the inked image, or strengthening it by separative definition, in applying diluted gum arabic solution assisted by a small addition of mineral acids or their salts, to the surface of the plate. The coating of gum arabic solution protects the metal from corrosion while maintaining the moisture reception of the blank or non-printing portions of the plate. From this point on, whenever the plate is in preparation or use the non-printing areas must be protected against corrosion by a coating of gum arabic solution. As long as these areas are so covered, corrosion is halted, but if the plate is allowed to dry, corrosion begins. Whenever the offset printing press is stopped for even a short time, the plate must be "gummed up and fanned dry."

REMOVAL OF THE ETCH

The removal of the etch and regumming of the plate is the eleventh step. This protects the bare parts of the metal from the action of the greasy ink and from oxidation or corrosion; 12. Improvement by strengthening the thin film of developing ink by superposing on it a "wash out" solution greasier than the ink; 13. Fastening of the prepared plate with its photolith image on the plate cylinder of the offset printing press; 14. Adjustment of the dampening and inking

systems of the press for the application of moisture and ink to the blanks and the image respectively, from the water and ink fountains of the press; 15. Printing the image onto the blanket on the second cylinder, from whence it is transferred to the sheet of paper on the third cylinder.

The foregoing steps constitute the usual procedure in offset printing from press plates coated with an insolubilized albumin. In deep etch the photographic and preparation-of-the-image-on-the-plates steps are different, a positive being needed to end with an intaglio image instead of the plane or slightly-in-relief image of the albumin process.

Copy divides into line and halftone, some of the former suitable for contact printing and some requiring the camera, while the halftone copy requires the use of a screen to break up continuous tone images and by illusion reproduce the visual effect of the original.

TYPES OF LINE COPY

The various kinds of line copy are: 1. Type, bare or painted white on its face with recesses blacked, (textotype), black proofs on white paper; 2. Printed matter; 3. Type-written copy, best from a black ribbon; 4. Proofs of line etchings and halftone engravings, electros, and stereos, rubber plates, wood and stone engravings, intaglio engravings for steel- and copper-plate printing; 5. Pen ruling in black ink; 6. Ordinary pen and ink sketches; 7. Benday drawings; 8. Blueprints, tracings, sketches, graphs, maps, plans, fingerprints, handwriting, and so forth; 9. Charcoal, crayon, and pencil drawings with an even touch; 10. Photoengravings, deeply etched, with the recesses filled with a white or aluminum powder; 11. Ross board and stipple board drawings; 12. Lithographs.

COPY FOR HALFTONE SCREEN

The various types of halftone copy are: 1. Wash drawings and water colors; 2. Pen-and-ink line drawings; 3. Crayon, charcoal, or pencil drawings; 4. Dull or glossy photographs; 5. Prints from wood engravings; 6. Halftone prints; 7. Lithographs; 8. Maps and intricate rule work; 9. Combination wash and pen-and-ink; 10. Oil paintings; 11. Wet- and dry-point etchings.

Halftone includes all those reproductions obtained by photographing the copy through a screen, whether cross-ruled, single-ruled one way, or reticulated (mezzograph). Wash drawings, in one or more colors, pastels, and oil paintings can be satisfactorily reproduced only through such screens.

The crayon, charcoal, and pencil drawings will reproduce excellently through a screen. If reproduction of the drawing alone is wanted, without the ground on which it is drawn, the highlights and background should be blanked out. The highlight process is another way of accomplishing this result.

Ink-line drawings (pen or brush) may be reproduced through the screen, but the drawn line will be broken up into dots or lines.

CAMERA CATCHES EVERYTHING

It should be kept in mind that the screen photographs the white paper of the drawing and if this is not wanted in the print it must be photographically stopped out.

Wash drawings reproduce best when made with very little fine detail, with rather flat but contrasty shading.

Many objects, such as lace or rugs, may be directly photographed without intermediate drawings or photographs.

In photographing machinery and other objects of dark metal, the surface to be photographed should be coated with a grayish paint and furnished with a background made of white cotton sheeting or paper. This will yield a more even photograph with clearer detail, requiring less retouching.

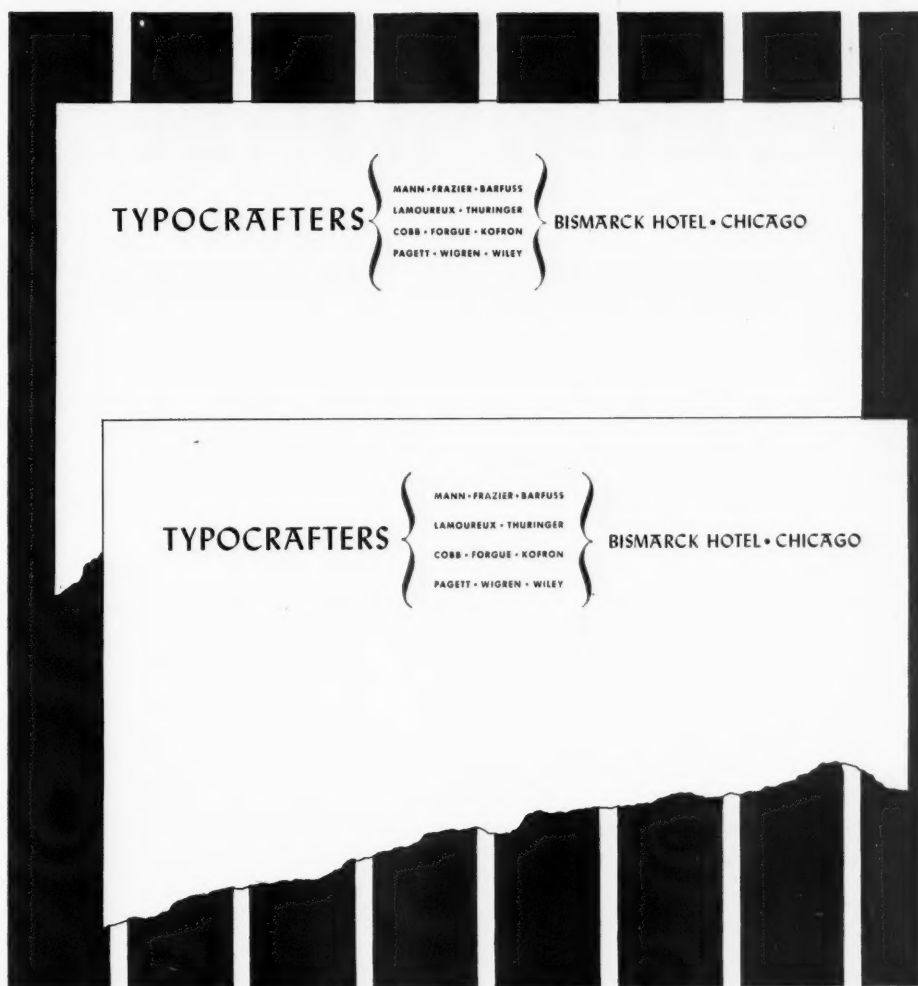
All jewelry must be dulled with whiting, cut glass with putty. Glass and jewelry should also be photographed against a very dark background and light reflections avoided by screens. Hollow cut glass may be filled with ink or water soluble dye. Light should come from one direction only.

MAKE YOUR COPY RIGHT

It is a time-honored precept to "get it in the negative." We may well go a step further and say "get it in the copy."

Whatever is in the copy or its background, will photograph and appear in the negative and in subsequent steps unless trimmed off.

(To be concluded next month)



LETTERHEAD CLINIC

● Volumes have been written on the subject of using white space properly, but only occasionally do we have a chance to compare two methods of spacing to see which is best.

White space is not a commodity that is bought on the open market, it is something that each printer and designer has at his finger tips with no charge. As demonstrated here, this intangible something can generally be used to improve even a good design. This example also proves that small things add up to a very fine result in the finished piece of work.

Here is a modern letterhead shown in two versions, the same type being used in both. The only difference is in the spacing. Some may call this criticism "splitting hairs," but all those appreciative of better printing will

agree that the following slight changes will improve the letterhead greatly.

In letterhead No. 1 there is too much space between the letters in the word "Typocrafters" which throws it out of tune with the line of type reading "Bismarck Hotel, Chicago." Compare these two lines of type with those on No. 2 and it will be seen that a more harmonious tone value has been obtained.

Decorative braces in letterhead No. 1 seem to be squeezing the life out of the list of names. There is a hint of inconsistency here between the widely letter-spaced word "Typocrafters" and the vise-like grip created by the braces. Now note the pleasing appearance of the braces and list of names in letterhead No. 2, where better spacing has given them room to breathe.—Ben Wiley



THE SALESMAN'S CORNER



FORREST  RUNDELL

IT IS HARD ENOUGH at any time to sell a prospect something he thinks he doesn't need. And it is even harder to sell a printer the idea that he needs more advertising when he is sitting up nights trying to figure some way of getting out the work he has.

Being on a seller's market is a new experience for printers. It is such a change that those who are swamped with work do not realize why sales are coming so easily. The ability to turn out effective printing at the right price is not so important to buyers. Nor is the printer's dependability.

The moment the war ends, however, this picture will change. "War Bride" printing will disappear with the cancellation of war contracts. Institutional advertising and employee house organs by the carload will vanish. People who are now buying more books than ever before will switch their spending money to consumer goods they cannot get now.

It is at this point that the printer who has kept his selling machine in good order will have the advantage. But the printer who has let his good name rust through lack of advertising, or whose salesmen have ruined some of their contacts by lack of attention, or whose shop has broken promises or turned out sloppy work is in for trouble.

Probably every printer is taking good care of the machinery in his shop. But how many of them have maintained a well-oiled selling machine with advertising, personal selling, and the reputation of the house each ready to deliver the maximum sales effort?

Let us look at some of the things advertising can do in wartime:

1. *It can save a lot of explanations.* Not in years have printers had such an opportunity to make their advertising useful to customers. The printer who uses his monthly advertising pieces to keep his customers in touch with Government regulations does them a real service. He also saves misunderstandings by telling them that certain supplies are not available.

2. *It saves apologies.* Some printing salesmen have found themselves up to their eyebrows in hot water because they failed to warn their customers of the delays inherent in the present situation. With labor conditions as they are we cannot be sure of matching either the quality or service we formerly gave. We seldom can do the job as quickly—we cannot always print it as well. A monthly mailing piece affords an opportunity of warning customers what they may expect.

3. *It helps teach customers a new planning technique.* Today the stress is on saving paper. Lighter weights are a "must." Large areas of white paper are hard to justify. New planning techniques must be developed. Good advertising by printers can perform a valuable service by bringing buyers the latest planning techniques.

4. *It backs up the Government War Loan drives.* Advertising has done a magnificent job in backing up the Treasury Department drives to sell War Bonds. But while our industry has printed millions upon millions of these appeals, only those printers who advertise have themselves been able to use print-

ing to cooperate with the Government. The non-advertisers have had no medium through which they could distribute messages and therefore have been unable to work with the Government on the drives. And for an industry which is making money out of war contracts anything less than 100 percent cooperation is not good.

5. *It keeps us in touch with inactive customers.* Most of us are finding more and more difficulty in getting around to see these customers. Yet if we lose touch with them we may miss some unexpected job. Worse still, we may get so far out of contact that one of our competitors will get the jump on us when the war ends.

6. *It will enable us to get a flying start when peace is declared.* Speaking before a group of advertising men recently Louis Whitehead, head of the investment house bearing his name, said "We could tell more about what stocks would be a good investment after the war if we knew what you advertising men are going to do. There will be many firms capable of making a good product, but only those with good advertising and sales promotion will be outstandingly successful."

Printers in particular can profit by this viewpoint. Most of our actual competitors are shops which turn out a similar grade of work at a comparable price. The one of these competitors who has the best advertising and sales promotion, the best sales contacts and selling technique, and the best service, gets the business. Furthermore, that printer gets enough profitable business to enable him to equip his plant with more of the most modern machinery. And this in turn enables him to get a bigger lead.

—o—

It is lots of fun to think of the wonderful new presses, typesetting machines, and bindery equipment we hope to have after the war, but unless we have a well-oiled sales promotion machine and a sound personal sales set-up ready to go when the war ends we may not be able to earn the money to buy this new mechanical equipment.

The Proofroom

ARE SOLICITED AND WILL BE ANSWERED IN THIS DEPARTMENT. REPLIES BY MAIL CANNOT BE MADE



By Edward N. Teall

THE FULL OF A PAN

I wrote an item for the paper for which I read proof, and the copyreader changed "pan full" to "panful." Was that right?—*Nebraska*.

It's impossible to tell without the context. A panful of water is one thing; a pan full of water is another. The first expression concentrates upon the water, its amount and its measurement; the second, upon the condition of the pan, as being filled with water. So too with a basket full of apples, a basketful of apples. You might have a basketful of apples without even having a basket to put them in. If you have ten baskets full of apples—well, you have the baskets, with the apples in them. But you might have ten basketfuls of apples still on the tree. Same way with spoonfuls of sugar, pipefuls of tobacco, and so on. You can have in your pipe only one pipeful, but you might have a dozen pipefuls in the pouch. When you have a pipe full of tobacco, you are ready to light up and be happy; one pipe full of tobacco is worth more, in immediate value, than a tubful in the store. And note this: spoonful, pansful, pipesful, are NOT right!

HASTE AND SPEED

How fast should a proofreader be required to read, and what recourse has he if his employer demands such speed that the reader cannot do his best and most accurate work under the necessary pressure?—*Connecticut*.

The question is presented in such general terms that a specific answer is not to be expected. This is an interesting and very practical topic, and crops up in many establishments. Certainly a reader cannot do his best work if he goes too fast. Some work faster than others and the employer must make allowances. But the fast man is ordinarily assumed to be a shade less accurate than the slower man. It isn't always true, but as a rule the old saying holds: The more haste, the less speed. Accuracy is the supreme and final test. If a man is accurate

but hasn't enough speed to make it profitable to hire him, he had better try to find some other kind of work. I can hardly imagine the shop in which such a problem can't be met and solved by means of a quiet talk with the foreman or superintendent. It takes courage to start such a talk, but if you feel you are right, why not try it?

LOOSE WOMEN

The shoe dealer advertised his "black women's shoes," and then wondered why only black women came for them.—*Mississippi*.

Yes, and when you write definitions you have to look out for such traps. A young, slapdash worker gave me these: "Sack coat, an ordinary man's coat." Well, there are enough ordinary men to make a good market. She went a step further with this one: "Sacque, a loose woman's jacket." The loose women, I hear, are more or less inclined to lay low, so that wasn't so good.

TWO WITNESSES, GOSPEL—?

I was jolted when I saw this, in the New York *Journal-American*, in the March of Events column by Benjamin DeCasseres: "What has got the three Biggies (England, the United States, and Russia) into a kind of psychological, if not actual mess are the Four Freedoms and the Atlantic charter." Is this sentence perfectly good English?—*New York*.

No, sir, it distinctly is not (as I think you know). But among my clippings is this, from the *Satevepost*: "What chiefly poisons the working hours are the men who insist . . ." All I can say is: Oh, it are, is they.

HAND AND FOOT

Is "hand- and foot-levers" good style?—*Wisconsin*.

It is one of several possibilities. Some like it; some do not. Personally, I would slightly prefer to make this "hand levers and foot levers," or "hand-levers and foot-levers." "Hand and foot levers" *might* be taken to mean "hand-and-foot levers." There's a real difference.

WORDS AND FIGURES

In giving my free time to my father in his little print shop, I run up against some funny ones, points of grammar they haven't given us in school. Dad has one old second-hand typesetting machine, and the old boy who runs it is sort of a second-hander, too; he's pig-headed. In some ways he's smart, and in some he's dumb, but he's always obstinate. In a report of a school game I spoke of "a 4 yard gain" and "an 8 yard loss." He wanted to know why "a" one time, "an" the other. I said, "That's the way you say it, so that's the way you have to write it." He claims before figures it should always be "a." Can you explain the difference in terms that will stick?—*Nebraska*.

You have yourself explained this very well: the reading is the final test of the writing. Figures are not words, but symbols of words, and the characters "4" and "8" are the precise equivalent of the words "four" and "eight." As "four" starts with consonant sounding, it calls for the "a," while "eight," which begins with a vowel sound, takes "an." Incidentally, I think it would be better to use hyphens in these compound adjectives: "a 4-yard gain," and "an 8-yard loss." Note that "a 1-yard gain" would be correct, even though "one" does begin with a vowel; the point is, we pronounce that "o" with the consonant sounding, just as if the word were spelled w-u-n. Again, "the way you say it is the way you have to write it."

★ ★

My employer is a smart business man, but he needs to go to grammar school. He left a note on my desk to write to a certain concern that he would take "a 100 boxes" of their goods. I wrote the letter, and laid it on his desk, with a note that "a 100" was wrong. We had an argument, and I feel very bad about it. Would a girl working in a big city office have such treatment from an employer?—*Wisconsin*.

Well—this seems to be the time for Proofroom to mix mathematics in with our grammar! (It makes quite a snappy cocktail, doesn't it?) The stenographer was right when she said "a 100" was wrong. It would be interesting to know whether she made it "will take 100" or "will take

★ ★

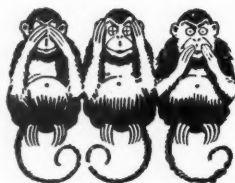
One of the choice estates . . . has been purchased from the Princess Soandso, divorced wife of John Blank and Prince Dashandot.

SERIES COMMA

It is the comma used to separate items in a list, as in "this, that, and the other." Some writers prefer to omit it before "and," but it is generally favored in good usage, as its omission sometimes will cloud the sense. "Jones, Smith, and Robinson will act as tellers" says clearly that the three men named will serve in the capacity mentioned. "Jones, Smith and Robinson will act" *seems* to say that Jones is being told that Smith and Robinson will act.

Best results are had, I believe, when the copyholder reads aloud. This is especially true when the copy is bad.

The minister said, "I hope to easily cause you to understand my position."



"And so to summarize, it is safe to say the general outlook is good and we know you will be glad to hear that after suspending the custom over the lean years, we have decided to renew distribution of art calendars to all stockholders of record."

PAGE PROOFS

Is it necessary, on page proofs, to re-read the entire text?—*Ohio*.

It is expensive, with its demands on proofroom time. Common practice is to check first words in lines down the page, to see that the lines are all there, and in order. But it is not quite safe to read first words only, because two lines beginning with the same words might have become transposed when the pages were made up. It is safer to check by the first two or three words.

WHERE ACCURACY IS SUPREME

Is dictionary proofreading really more difficult than other kinds of proofreading and why?—*Maine*.

It is, because the requirement for accuracy is so severe. Where there are so many varieties of type, each with its own special significance, there are more opportunities for error. The dictionary's own proofreaders have a tougher task than the printer's readers, one reason being that they have the duty of marking the copy for punctuation and type.



"THE REASON WHY"

From the Bridgeport Post, June 15, 1886

MY SON, there is nothing so mysteriously funny as an advertisement. The prime, first, last, and all-the-time object of an advertisement is to draw custom. It is not, was not, and never will be designed for any other human purpose. So the merchant waits till the busy season comes and his store is so full of custom he can't get his hat off, and then he rushes to his printer and goes in for plenty of advertising.

When the dull season gets along and there is no trade and he wants to sell his goods so badly he can't pay his rent, he stops advertising. That is, some of them do, but occasionally a level-headed merchant does more of it and scoops in all the business, while his neighbors are making mortgages to pay the gas bill.

There are times when you could not stop people from buying everything in the store if you planted a cannon behind the door, and that's the time the advertisement is sent out upon its mission. It makes light work for the advertising, for a chalk

sign on the sidewalk could do all that was needed and have a half-holiday six days in the week; but who wants to favor an advertisement? They are built to do hard work, and should be sent out in the dull days when a customer has to be knocked down with hard facts, and kicked insensible with bankrupt reductions and dragged in with irresistible slaughter of the prices and other inducements before he will spend a cent.

That's the aim and end of advertising, my son, and if you ever open a store don't try to get them to come when they are already sticking out of the windows, but give them your advertisement right between the eyes in the dull season, and you will wax rich and own a fast horse, and perhaps be able to smoke a good cigar once or twice a year.

Write this down where you'll fall over it every day. The time to draw business is when you want the business, and not when you have more business than you can attend to.

WHO SAID "SIMPLIFIED"?

I have just received a card from the School of Correct Speech, in St. Louis. It advertises "Sensibl Simplifyd Spelling," by Grayce Claire Barthel, Ps. D., Ms. D., Ph. D. This publication, we are told, explains why our spelling **MUST** be changed **NOW**. All for 25 cents. Do you agree with me this can't be done so ezily?—*Connecticut*.

I surtlnly doo. It isn't all as grayceful as the lady's name wood mayk it seme. Bekawz *speling* duz not say "spelling." What is a Ps. D. Doctor of Pspeech? The dicshunary tells you to call the Yankees "Yankiz," and some folks, from affektashun, too much lisning to Churchill, oar sum uthur infloons, doo akchewully doo soe. But most of us Yankees say "Yan-kees." I hav not sene this St. Looie stuf, and soe kan't kritisize it, but I gess it's just the saym old stuf over agen. Awl Eye wish to noe is, how trooly iz it simplifyd?

PROOFREADER'S PROBLEMS

Is not this a poor sentence: "In taking the job over of smashing the Japanese . . ."? I wanted to do some transposing, but was told to lay off—I am not the editor!—*Texas*.

No doubt you wanted to put the "over" after "taking," where it belongs: "In taking over the job of . . ." You are right; this gives the correct hook-up, maintaining in its integrity the verb form, "taking over," and also that of the object, "the job of." This is a beautiful example of How Not To Say It.

BASIC, BUT—

I recall your writing about semantics and Basic English. Do you think Winston Churchill's Harvard speech, in September of 1943, will materially promote the Basic movement?—*New York*.

Sir, I am not a prophet. Without making any predictions, however, let me say I can't imagine Basic becoming established as an international auxiliary language, Churchill or no Churchill, E. N. T. or no E. N. T. It would have to go a long, long way merely to catch up with French. And I really believe those who want to know English would rather tackle the entire language than a selected list of foundational words. Possibly the movement has more practical merit than I can see in it; and of course I have only gazed from a distance. I do not wish to be unfair or to make positive commitments on scant knowledge; what I have said is "only one man's opinion."

What was good advertising copy fifty years ago, remains good copy today. Lifted bodily and brought out of the past for use in a modern advertising folder by Palmer & Oliver, printers in New York City

I.P. BREVITIES

If it's odd, it's here. Stray items about the trade and the men who make it
Bits of information collected and set down for your edification and pleasure

● MORE AND MORE EMPLOYERS are getting the idea that they must keep in touch with the men in the armed forces, in order to make the period of adjustment after victory less painful.

The most recent gesture in that direction comes from Consolidated Vultee Aircraft Corporation, of Nashville, Tennessee. Not satisfied with the overseas distribution its house organ, *The Volunteer*, was receiving, the management decided to issue a special small-size overseas edition.

It had been discovered by those in charge of mailing the copies that addresses of men in the service changed so fast that the house magazines rarely caught up with them. Under the new system, the light-weight copies will be inserted with letters written by employees to their husbands, brothers, and sons.

The regular edition of the Vultee house magazine has four tabloid-size pages printed on enamel, thoroughly illustrated with photographs designed to help speed up war production. The overseas edition will be produced by photographing the large pages in a size that will fold to go into a small envelope. The pages will then be reproduced, by letterpress or multilith, on light-weight paper. The small magazine will weigh only about one-tenth of an ounce.

● THE PUBLICATION of *Victory* magazine, distributed in foreign countries to "sell" the United States to the citizens of those countries, has been taken out of the hands of the Office of War Information, and is now being published on a non-profit basis by Crowell-Collier Publishing Company.

The third issue of the magazine has been published, and contains material prepared by the Overseas Division of O.W.I., with Crowell-Collier approval. This issue also contains ten full-page advertisements, paid for by American war materials manufacturers. This is the first issue in which advertising has appeared.

Victory is printed in seven languages—English, French, Spanish, Portuguese, Arabic, Italian, and Afrikaans—and is sold on newsstands in many countries, the price being the equivalent of ten cents, American. The third edition ran 535,000 copies.

● IT IS AN ODD FACT, that the man who knows more about the history of the printing press than any other, has had no experience at the trade other than work on a small hand press he owned when he was attending high school.

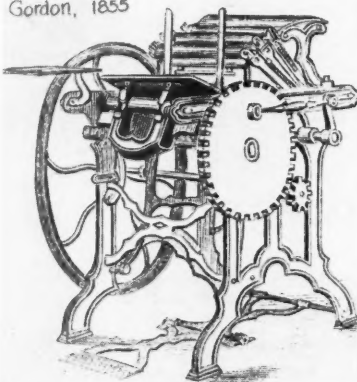
This man is Ralph Green, an engineer for the Chicago Bridge and Iron Company, in Chicago, and if you doubt that

he knows the history of the printing press better than any man in the industry, an evening spent in discussing his hobby, and looking at his material, would convince you.

His study of the history of the press was born in the days when he sat beside the slow-moving press which an old printer in the Englewood district in Chicago was feeding, and listened to the stories the old man told about the presses used in his apprenticeship days.

This hobby grew on him as the years passed, and about ten years ago, Mr. Green put it on a systematic basis, visiting museums and out-of-the-way print

Gordon, 1855



Drawing from Mr. Green's collection. This early Gordon has the basic features of modern presses

shops, and talking to printers who had been in the business for many years.

He has collected an enormous pile of material, such as type-founders' catalogs, text books from other centuries, woodcut illustrations, and drawings he has made from patent papers. Collecting the presses would be expensive and cumbersome, but he can show you a drawing or photograph of almost every type of press that has ever been in use.

Two things stand out as you view Mr. Green's collection. One of these is the fact that practically no improvement was made in the type of press in use from 1500 to 1800—for three hundred years press invention was at a standstill. The other outstanding thing is the large number of types of job presses manufactured in the second half of the Nineteenth Century—123 types in this country alone. This period, of course, corresponds with the period of the industrial revolution in our history.

Mr. Green is very much interested in discovering new facts about the history of the printing press. If you know of anything that might be of value to him, *THE INLAND PRINTER* will be very happy to convey the information.

● MICROFILM, THE ASSISTANT LIBRARIAN which was beginning to take hold so well before the war, is doing a marvelous wartime job as well, according to E. I. du Pont de Nemours & Company, of Wilmington, Delaware, in the photo products department of which a new microcopy film has been developed.

One of the reasons our Navy was able to do such a quick salvage job at Pearl Harbor, was that detailed plans of the damaged warships were microfilmed and flown at once to Honolulu. Transportation of the original plans would have required several transport planes, with the additional danger of loss in transit.

All types of valuable blueprints, maps, and records have been microfilmed and stored in bomb-proof vaults. A machine tool plant had 400,000 charts taking up 1,500 square feet of floor space, which was needed for increased production. The entire lot was photographed on microfilm, and now is contained in two file drawers.

In spite of the many demands for microfilm—V-mail is probably the best known user at this time—libraries are able to continue their programs of making microphotographic records of old newspaper files, valuable old books and records, and other material that is either too valuable, too fragile, or too bulky to be used for reference in its original state.

The files of the *Wilmington Journal-Every Evening*, housed in the Wilmington Institute Free Library, are now stored in one-twentieth of the space required for the original files. Dating back to 1871, the 285,000 newspaper pages have been recorded on 357 rolls of microfilm, making reference much easier for the lawyers, students, and others who use these files every day.

● HAVING DROPPED MANY of the dice and gambling advertisements it formerly carried, and eased up on the "cheese-cake," the *Police Gazette* has had its second class mailing privileges restored, after having been barred from the mails for almost a year.

The suspension of the *Gazette's* mailing privileges precipitated a bitter feud between Harold Roswell, its publisher, and the Postmaster General, Frank C. Walker. The case was the subject of Congressional hearings, at which the mud flew in both directions, and during which Senator William Langer, of North Dakota, introduced a resolution giving the Senate Post Office Committee power to investigate censorship of some fifty publications barred from the mails during the past year.

Restoration of the mailing privileges was announced by Ramsey S. Black, third assistant postmaster general.

• A GREAT MANY MANUFACTURERS are using printing to help retain their markets for post-war business, but the Lionel Corporation, New York City, manufacturer of model electric trains in peace times, has chosen a different method of using printing for this purpose.

This method of brand-preservation is simple. Being unable to supply model railroad equipment until the war is won, Lionel has contracted with the Einson-Freeman Company, or Long Island City, New York, to produce fiber-board model trains, which can be put together by the small boys.

Exact scale models of the steel trains which were manufactured by Lionel these wartime models will do everything but propel themselves. Obviously, they cannot completely fill the vacuum in a model trainman's heart, but they go a long way toward easing the pain, and the Lionel name is kept before a public of young boys who are growing into the model train age, and who would

Rules Are Flexible in Live English

Friends in California yearn, amiably, for solid information into

which reader may sink his teeth safely • By Edward N. Teall

• ASKING FOR INFORMATION, friends in California say this: "We shall be eternally grateful—especially the ones with whom you agree." That's what anyone gets who does such work as mine, in *Proofroom*: warm friendship from some readers, and something else from others. The dividing line, of course, runs between those with whom the answers agree, and those with whose ideas they differ. For fifty years the good ship

a paragraph in *Proofroom* to article status because it brings up one of the greatest phases of present-day language study.

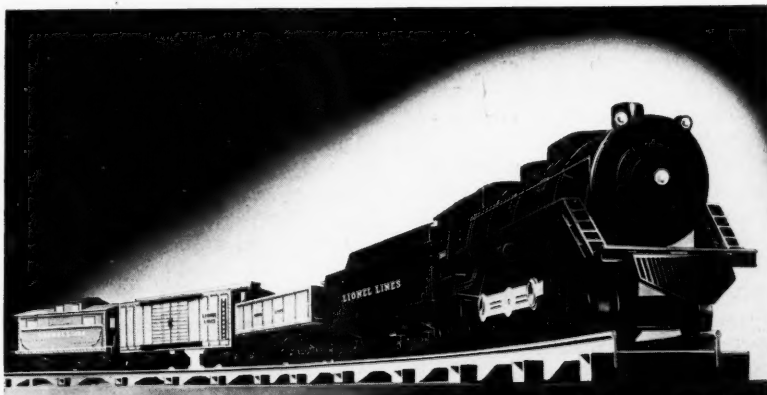
The English language is not fixed and static, it is alive and dynamic. It is constantly growing and changing. Many of today's common usages are entirely different from those a man now in his 50s or 60s knew as standard in his youth. For just one example, consider the expression "Those desiring to renew their ration cards." In the days before we had such things as ration cards, that would have been "Those who desire to renew." Many such small but very real changes have come about in the last few decades. Many more are under way right now. This present has-have query bears very sharply upon one of them.

First let us try to get a few fundamental facts firmly in mind.

It is impossible to make a hard and fast rule, covering all instances of choice between *has* and *have* after the pronoun *one*. Certainly we say *one has*, he is *one who has*. Here the construction is of utmost simplicity, a singular subject with a singular verb to match.

Trouble comes, or difficulty arises, when a phrase intervenes between this subject and its verb, *as of those who*. You see, to go straight to the heart of the problem, in such sentences the verb might belong either to *one* or to *those*. Is he *one* (of them) *who goes*, or is he (one of) *those who go*? Do you get it? If not, read no farther until you have studied these two forms.

An employer might say or write, "He is *one* (of those workers) *who is* always on the job." Using exactly the same words in precisely the same order, he might say "He is (one of) *those workers who are* always on the job." The sentence, in its latter form, would be equivalent to "He is one of our always-on-the-job workers." With the sentence recast this way, the grammatical relations are clear and simple; it might be expanded to "He is one of those always-on-the-job workers who is



Lionel makes lithographed die-cut paper model train to help make the small boys' Christmas brighter

have no way of knowing about the firm without some such method of publicity.

The outfit consists of lithographed, die-cut parts sufficient to assemble a locomotive, a coal tender, two freight cars, and a caboose.

• A CONTRACT signed at Seville, Spain, on June 12, 1539, for the construction of the first printing press to be brought to Mexico, was one of the high spots of the Second Book Fair and Press Exposition held in Mexico City.

The agreement was between Hans Kromberger and Juan Pablos, and the date on the contract would make that press the first in America.

Another high spot in the exposition was the presence in the pavilion of the State of Yucatan of the only Mexican copy of the "Art of Mayan Language," published in 1745. This copy is one of five known to exist.

Over 250,000 other rare European and Mexican documents, literary curiosities, and old books were on display in the stands and booths which lined the streets given over to the fair. The exposition was opened by Jose de J. Nunez Dominguez, noted Mexican poet and historian, with a brief history of books and printing.

Proofroom has sailed along without fear or favor, and has navigated the seas of grammar with a contented crew and happy passengers. Even those with whom it has not agreed have almost invariably given *Proofroom* credit for good intentions and fair play. So—

The California query that started this brainstorm was this: "Will you please give us something into which we may sink our teeth regarding the correct form to be used in the following sentence: 'Electricity is one of the very few things which (has) (have) not increased in cost during the war.'" This question should interest not only the proofreaders, but everybody engaged in printing, even on the business end—for the Front Office and the salesman out on the road are likely to be queried on such matters at any time, and an intelligent answer helps hold old customers and make new ones. And this particular query is promoted from

essential to our business." (*Who is equivalent to and he.*)

Here consideration concentrates upon the single worker. The intervening phrase, with its plural noun coming just ahead of the verb, derails the train of thought, and a shift to the plural verb is as easy as the result of that shift is grammatically inaccurate.

Now we come to another point to be borne in mind by the seeker for good clean expression: Discrimination is needed. A speaker or writer does not wish to stop and study every time such a situation arises. The thing to do is to study these varying possibilities, analyze them, and train the mind to perceive the possibilities instinctively—and then to act swiftly, correctly.

In many such sentences, only the speaker or writer can be really sure which meaning is intended, the singular or the plural.

In the query from California this is distinctly not the case. The core is "things which have," and the main stem of the sentence is "Electricity is one (of those things which have not increased in cost)."

In "Topics of the Times," a feature on the editorial page of the *New York Times* (October 12, 1943), the column writer said: "A reader wants to know why . . . we said 'one of the men who has written' instead of 'one of the men who have written.' The answer is, sheer carelessness." A courageously frank answer!

But the writer went on to say that "A hundred years from now it will be correct to say 'one of the men who has written.'" And his next sentence deserves the richness of italics: "*The swift rush of the idea will overcome the demands of grammar.*"

As I am not a prophet, I can't say yes or no to that prediction. But it is a fact that we are apparently gliding along in that direction.

Meanwhile, it is "good business" to give intelligent consideration to these possibilities, these puzzling constructions, and to develop a sound and workable style. If the writer won't do it, the printer can hardly be asked to do it for him. Under follow-up orders, the compositor and the proofreader are given no choice, they must accept the copy as it comes to them. *The one point in the line at which practice might be intelligently and effectively directed is the editor's desk.*

U. T. A. Meeting Votes to Push Central Graphic Arts Council

● ACTING ON A REPORT submitted by Otis H. Johnson, chairman of the management committee, to the meeting of the United Typothetae of America in Indianapolis, November 3 and 4, a resolution was passed favoring participation of that group in the organization of a central council to represent the graphic arts industry in all negotiations with the Government.

Mr. Johnson's report covered the work of the management committee for the past two years, and pointed out the fact that there are at least thirty-seven national and 150 local trade groups in the graphic arts industry, each of them doing a job of keeping its members informed on technical or legislative matters pertaining to its particular branch of the industry.

This number of organizations, each of them comparatively small when we consider that the graphic arts industry is one of the largest, leads to losing the influence that could be gained by the industry if it was represented by a central organization in its more important negotiations, particularly on matters of Government regulations.

To remedy this weakness, Mr. Johnson suggested a central council, to be made up of representatives of the organizations covering the three processes—letterpress, offset, and gravure printing. This council would take care of interests of members of the various affiliated trade associations insofar as over-all industry matters were concerned, leaving all matters of technical production and other local matters to the local organizations.

After considering the plan overnight, a committee under Frank J. Smith, of Rochester, New York, submitted the above resolution which was acted upon favorably.

A summary of the financial statement, as presented by Charles B. DeVaux, treasurer, showed that instead of a deficit of \$529.46 as of last year, the Typothetae now has a surplus of \$14,762.55 in its treasury.

Lawrence V. Hanson, in charge of Government regulations for the U. T. A., gave a good account of the methods used in gathering the in-

formation and issuing the bulletins which break down and explain Government regulations. The definite emphasis placed on the issuance of these bulletins is a recent development in the U. T. A. program.

At the meeting on November 4, Professor G. W. Starr, Indiana University, discussed the problems that must be faced in our post-war planning. He gave the warning that unless the tax structure is revised to encourage risk-taking in business we are in danger of experiencing difficult times after the war. He also commented that industry will be in a less sound condition after this war than following World War I.

Harry L. Gage, vice-president of the Mergenthaler Linotype Company, promised many refinements in printing equipment after the war, but believes that the first new machines built will be essentially the 1942 models.

At the afternoon session, which took the form of an open panel discussion in answer to a question from the floor concerning what could be done by U. T. A. to amplify its program to include a definite training program for technical and administrative employees, Harry L. Gage said that the National Printing Equipment Association, of which he is a director, stands ready to back any program of training which will provide an answer to that problem.

Mr. Gage also said that individual printing equipment manufacturers have proved their willingness to recognize in a substantial way any training program.

In the election which followed the open panel discussion, James Cockrell, Mid-West Printing Company, Tulsa, Oklahoma, was elected president. The four vice-presidents re-elected were Donald L. Boyd, S. Toof Brown, Chester A. Jaqua, and David Veitch, and Harold W. Hill was elected to succeed Ivan R. Drechsler, who is unable to serve because of illness. Charles B. DeVaux was re-elected treasurer.

New directors elected were M. M. McCune, Oliver Wroughton, and W. C. Boles, who replace William R. Brown, Phil Conley, and Harold W. Hill on the board.

JOB PRINTERS SUFFER MOST IN PAPER BANS

• THE IMPORTANCE of proper sorting and selling of waste paper by printers is being stressed in the efforts to increase raw materials of paper mills to replace the rapidly diminishing supplies of wood pulp. So desperate is the need for pulp it is probable that the mills will make appeals to the printers to save all their waste paper and send it through regular collecting channels.

It is also probable that there will be increasing competition in the near future among the various groups of paper users for their kind of paper to receive special consideration from the War Production Board if and when end-use of pulp is considered and when amounts are, or will be allocated for making specific kinds of paper. It is observable that newspaper associations, magazine producers, container manufacturers, and book publishers are all organized to vocalize their needs in places where the officials have an opportunity to hear them and supply their needs in Washington. In addition to the vocalization program through well-placed and capable orators and "button-holders" each of the groups has a well organized publicity and advertising program in operation to win public indorsement of their needs and demands.

Up to the present time, only very faint, weak, and distant voices have been heard to indicate that commercial printers are also producers of essential printing; that pamphlet printing is equally entitled to the rights accorded to the freedom of the press; that educational, religious, inspirational, political, and other commercial printing must be produced. Some leading printers believe it is time that such vocalization of the needs and demands of commercial printers be sounded in administrative circles where it will do some good.

Another development of the paper shortage is the increasing volume of protests being sounded against the waste by governmental agencies in the use of paper for seeming non-essential communications and press releases. Instances have been publicized where surplus stocks of paper have been discovered in warehouses which cannot be used for several months by the independent agencies storing them. Publications receive communications requesting a bid for a single subscription for a periodical and the publishers are required to fill out documents in triplicate form with data concerning organization of the publishing company, its person-

nel, and its capabilities to deliver the single copy of the publication just as though a million dollar contract were involved. Rules and regulations are also included in mimeographed form which require several sheets of paper. All this not only uses up much of the visible supply of paper but also adds to the congestion of the post-offices for which the postal service gets no pay for handling.

From the viewpoint of the pulp producers the situation is not brightening. The basic fault lies in the forests which were denuded of manpower before the administrative authorities began to realize that there might be a paper shortage in this land of plenty. Canadian authorities are frank in their statements that they cannot furnish the necessary manpower in their forests to make up for shortages elsewhere.

More is being published about the great volume of wood pulp that is being diverted from the channels of paper making to those which produce explosives, plastics, and rayons. Very little, however, is being said about paper mills which have been obliged to shut down operations on account of failure to obtain sufficient pulp to maintain production volume.

All along the line, restrictive orders have been issued by W.P.B. to use lighter weights of paper for stationery items, for magazines, for newspapers, and advertising literature. Restrictions are also being placed upon the use of new containers, and a movement has been launched to collect and re-use types of containers which formerly were burned in furnaces or sold as scrap paper.

It is generally recognized that the only cure for the ills of the paper industry is to get more experienced men in the forests to cut timber from which pulp can be manufactured. While much noise has been made about calling for men it is known among the well-informed paper men that most of the absent experienced woodsmen are beyond recalling distance, either working in war production plants in overpopulated cities, or fighting at the front.

Meanwhile paper mills are warning their customers that the use of pulp derived from waste paper mixed with new pulp will lower the quality of the finished paper. Printers are requested to be lenient and accept without murmuring paper which will not measure up to the pre-war standards, and they in turn will be obliged to explain to their customers why printing will not show up as well on the paper now available.

URGES NATIONAL FEDERATION

A strong, virile, industry-wide organization in the graphic arts is needed with principals of the industry assuming personal responsibility, according to Joseph T. Mackey, president of the Mergenthaler Linotype Company, who was guest speaker at the annual convention of the Advertising Typographers Association in New York City, October 11 to 13.

"The trouble with the printing industry is the lack of a strong, healthy organization, which upon industry matters of a national character can speak with assurance and authority," said Mr. Mackey. "It should have a clear, unselfish voice speaking for the whole industry, not for a mere segment of it."

He commented upon the large number of varied organizations in the graphic arts field, then said:

"Some means should exist of federating all of these separate organizations into a virile, industry-wide, working organization. Leadership is needed."

He urged that men in the industry help toward the formation of such a national organization to correct "troublesome trade conditions."

E. G. Johnson, of J. M. Bundscho, Chicago, who had served the Advertising Typographers Association as president for five years was presented with a beautiful watch as a token of the appreciation of his associates.

Arthur Oberbay, of Indianapolis, was elected president of the association.

CASE DISMISSED; WILL APPEAL

Judge Frank M. Padden of the Superior Court of Chicago, on October 14 dismissed the suit of Montgomery Ward & Company in which the mail-order house sought to recover alleged damages of \$105,200 from eight labor unions in the printing trades.

The unions issued stop-work orders in three union shops doing work for the mail-order house which required the transfer of work from Cuneo Press, Neo Gravure Company, an affiliate, and the Chicago Rotoprint Company, a year ago. Because of the delay in issuing its catalog and because of extra expenses in making the transfer of work in process to other printers, the claims were filed against the unions which had contract relations with the printing concerns doing the work.

Montgomery Ward & Company will appeal the case to the higher courts in Illinois to contest the claims made by the unions that unincorporated unions can not be sued. Other claims made by the unions' attorneys were that individuals connected with unincorporated unions can not be sued for damages for acts performed as representatives of the

unions, and that Montgomery Ward & Company had no contracts with these unions, therefore has no right to claim damages.

It was also contended by the unions that the printers involved have contracts in which unions reserve the right to refuse to handle what they call "struck work," their claim being that the work done in the three plants was of interest to the R. R. Donnelley & Sons Company, which firm operates a non-union plant.

LATIMER JOINS A.T.F.



HARRY C. LATIMER

Harry C. Latimer, formerly in the publishing business, has been appointed assistant manager of sales development in the main office of American Type Founders Sales Corporation at Elizabeth, New Jersey. He had been for the past seven years connected with the *National Lithographer* in New York City, and previously was western manager for *Advertising and Selling* with headquarters in Chicago.

EMPLOYING PRINTERS MEET

A. M. Finnell was named secretary of the Employing Printers Association of America at the annual meeting held in Chicago on October 10. Mr. Finnell has served the association as employment manager for more than ten years and prior to that was connected for many years with Poole Brothers, printers in Chicago.

Other business transacted at the meeting included the consideration of various aspects of the labor situation as it affected the operation of the non-union plants.

Officers were re-elected. They include William H. Barnes, of A. R. Barnes & Company, Chicago, president; George L. Glossbrenner, of Levey Printing Company, Indianapolis, vice-president; and M. W. Davidson, of Courier-Journal Job Printing Company, Louisville, treasurer.

OFFERS FRANKLIN'S SAYINGS

Quotations from the writings of Benjamin Franklin on subjects applicable to taxes, public service, the freedom of speech, education, and religion, inflation, winning the war, and other items are being offered free to "creative" printers and other copy writers by the National Franklin Committee, organized by the Franklin Institute, Benjamin Franklin Parkway at 20th street, Philadelphia 3, Pennsylvania.

The committee suggests that printers may wish to use such sayings of Franklin in booklets, pamphlets, broadsides and other printed matter. The sayings are furnished on seventeen mimeographed sheets.

ADVERTISER WANTS ENVELOPES

A three column display advertisement, six inches high, appeared in the October 16 issue of *Editor and Publisher*, reading: "ENVELOPE MAKERS: We wish to buy 5,000,000 No. 6 1/2 envelopes and 2,000,000 No. 10's, 16-pound stock for delivery equally divided by months thru 1944. If you can supply these Postage Saver Envelopes, WRITE!"

ISSUES WARNING ABOUT T. B.

In preparation for the annual Christmas Seal campaign, the National Tuberculosis Association has issued a warn-



ing that the trend toward an increase in the number of cases developed has been noticed. Precautionary steps are advised among which are that young persons seeking employment should first be tested by means of the X-ray for symptoms of the disease, and that a general medical examination be given to the applicants.

WINS SAFETY AWARD

Top honors in Group D paper and pulp section of the annual safety contest were awarded to the Mount Tom Division of the American Writing Paper Corporation, Holyoke, Massachusetts, by the National Safety Council at its recent convention held in Chicago. The honor is based upon the record made at

the mill of having worked 127,601 man-hours with no lost time injuries.

The company credits the safety committee of the mill for its fine record, the personnel of the committee consisting of the mill superintendent, all foremen, master mechanics, and certain employee representation. This committee holds a monthly round-table meeting at which accident prevention is discussed.

Thirty paper mills were entered in the competition in that group.

D.M.A.A. ELECTS OFFICERS



HOWARD KORMAN

Howard Korman, manager of merchandising and sales promotion, McCann-Erickson, in New York City, was elected president of the Direct Mail Advertising Association at the annual meeting held in New York, October 15.

Other officers were elected as follows: vice-president representing the United States, Edward N. Mayer, Jr., president of James H. Gray, New York City; the vice-president representing Canada, G. Douglas Scott, advertising manager of the E. B. Eddy Company, Hull, Quebec; secretary-treasurer, Donald Macaulay, S. D. Warren Company, New York City. Jane L. Bell is executive manager of the association with headquarters in New York City.

During the one-day clinic of the association, the "Fifty Direct Mail Leaders" for the year 1943 were announced. These represent winners selected from all over the United States and Canada, and were announced by L. T. Alexander, manager of the direct mail and supply division of E. I. duPont de Nemours & Company, Wilmington, Delaware. The selection was made by a jury of judges of which Mr. Korman was chairman.

Plans were announced to exhibit the Fifty Leaders all over the United States under the auspices of any graphic arts organizations and advertising clubs who wish to participate.

AWARDED THE WHITE STAR

Dexter Folder Company, Pearl River, New York, has been notified in a letter by Robert P. Patterson, undersecretary of war, that the company had "won for the second time the Army-Navy Production Award for meritorious services on the production front."

"You have continued to maintain the high standard that you set for yourselves and which won you distinction more than six months ago," stated the letter. "The White Star, which the renewal adds to your Army-Navy Production Award flag, is the symbol of appreciation from our Armed Forces for your continued and determined effort and patriotism."

HOUSE ORGANS ACCEPTABLE

House magazines and other employee publications addressed to personnel of the United States Navy, Marine Corps, and Coast Guard units stationed overseas are deliverable, according to the following announcement issued by the Association of National Advertisers.

"The Navy Department will continue to accept such publications as third class matter provided the wrappers or envelopes are endorsed 'House Organ' and that they also bear a printed or a rubber-stamped inscription in the lower left-hand corner of the address side reading: 'No advertising or circular matter enclosed.'"

"It is intended that the house organs or employee publications mailed under these provisions should be sent only to former employees of the company publishing the house organ."

MAKES ENGRAVINGS IN TRAILER

Something new in promotion work was developed by A. R. Cravens, business manager of the Mille Lacs County Times, of Milaca, Minnesota, when he fitted up an engraving plant in a trailer, hitched it to an automobile, and covered a total of 3,500 miles in the state, advertising the recent War Bond drive. The stunt was sponsored by the Coca Cola Company of Minnesota, George

Barton Jr., advertising manager, being in charge of promotional activities.

Pictures were taken by Mr. Cravens in each town they visited in connection with the promotion of war bond sales. A 100-foot hose and a 100-foot power cord were hooked up with the



Inside the Coca Cola-sponsored trailer are A. R. Cravens and George A. Barton, Jr. at work on photoengravings with power and water supplied by arrangements with local shops

supply sources in a local print shop or newspaper plant, and photoengravings were made and supplied to the local newspapers for publication.

"This is the first time to my knowledge that engraving has been attempted in a trailer," wrote Mr. Cravens to the editor of THE INLAND PRINTER. "It was so enthusiastically received that the Treasury Department has asked us to use this same trailer in campaigning for the Fourth War Loan Drive."

ORVILLE L. SMITH

Orville L. Smith, president of the Smith-Brooks Printing Company, Denver, died September 16 after an illness of two months. He was buried September 20, the seventy-first anniversary of his birth.

Mr. Smith had been connected for over fifty years with the Smith-Brooks Printing Company, having been made president after the death of his father.

He learned the business from the ground up in the plant which is advertised as "one of the eight complete printing plants in the United States." He was devoted to the business and cared little for outside activities although he belonged to various clubs and other organizations. He made a hobby of hunting in the Rockies and was a crack shot.

He is survived by his widow, Mrs. Laura Kennedy Smith, and his son, Harold, who is production manager in the printing establishment. The business will continue under the management of John P. Brooks and Harold Smith.

GIVES OPTIONAL DATES

Shortage of paper has caused the Standard Oil Company of Indiana to offer to 1,700 daily and weekly newspapers advertising with optional dates for insertion so that publishers might have some leeway in solving paper problems. The agency handling the account, McCann-Erickson, sent out letters to the publishers indicating how the advertising might be run in accordance with the optional dates policy, stating that if additional leeway is required at any time, arrangements can be made before the insertion date.



This trailer, completely fitted as an engraving plant, sponsored by Coca Cola Company of Minnesota, was used successfully in a state-wide advertising stunt to boost sales during recent War Bond drive

GROUNDWOOD PAPER CEILINGS SET

To encourage the manufacture of even more lightweight groundwood papers for use in magazines and books, Amendment 1 of MPR 449 has been issued, providing ceiling prices for weights which were previously non-existent.

The differentials established by the amendment are for "A-1 Printing" and "A-2 Printing" grades, and allow the same percentage premiums over ceilings for the standard weights as has already been allowed for catalog and directory papers which are regularly made in the light weights.

The new differentials provide that a percentage increase in price may be made for each pound of reduction in basis weight under 31 pounds for each 500 sheets, 25 by 38 inches. They range from 3 per cent for 30-pound papers of those grades to 39 per cent for 22-pound papers.

DISTRIBUTE PICTURES

A new form of advertising has been conducted by the "New Departure Division" of General Motors Corporation in the form of single sheets, size 8½ by 11 inches, upon each sheet of which is reproduced a picture of a "pin-up" girl. Ten pictures constitute a set, and thousands of these have been printed for distribution among members of the United States armed forces. The printing was done by Edward Stern & Company, Philadelphia.

ALLOW MORE ZINC USAGE

Effective with the fourth quarter of 1943, a maker of printing plates is permitted to use 60 per cent of the tonnage of zinc he used in 1941. This is according to Conservation Order M-339 as amended November 10. The original order allowed only 50 per cent of 1941 usage of zinc.

In order to liquidate inventories and ease administrative detail, zinc as well as copper has been included in the provisions for charging the use of 16-gage metal as if it were 18-gage when such heavier metal was in the platemaker's inventories as finished photoengravers' sheet prior to July 1, 1943. A new inventory provision requires that the weight of all gages and sizes of each metal must be combined in determining a person's allowable inventory.

Zinc used in offset plates is ex-quota only when the plate is physically delivered to a department or agency of the Federal Government.

MUST CONTINUE ADVERTISING

Industrial companies have such a large turnover in personnel that former friends will have gone and new comers will not know the products of the companies unless advertising is continued, so G. M. Basford Company, New York agency, is stressing in an advertising campaign of its own.

"Many of the new friends you'd like to make are hard to find, all aloof when you find them," the copy suggests. "Hurdling these obstacles will require sales and advertising planning every bit as thorough as your product planning."

It is suggested in one piece of advertising that "when Tokio topples" and when "the control room flashes that Uncle Sam's program is signing off, you'll have to move fast to re-identify yourself with industrial buyers."

RETURNS TO BUSINESS

Completion of the work in the Red Cross foreign service to which he was assigned in the war zone overseas, has caused Alexander Thomson, Jr., to resume his activities in sales promotion



ALEXANDER THOMSON, JUNIOR

and advertising for the Champion Paper and Fibre Company, Hamilton, Ohio. He is vice-president of the company. He enlisted for foreign service early this year and after a period of special training was sent abroad.

CONSOLIDATE W.P.B. DIVISIONS

Harold Boeschstein, coordinator of pulp and paper production and its uses, has announced that the printing and publishing division of the War Production Board has been made part of the Forest Products Bureau for the purpose of bringing all divisions handling lumber, wood, pulp, paper, and paper products into closer relationship. Thus the organization of the personnel having charge of these products reverts to the form of organization which was in operation two years ago, with some slight variations.

Harry M. Bitner continues as director of the printing and publishing division. The pulp and paper division has been placed in charge of Agner B. Hansen, and David Graham, who succeed Arthur G. Wakeman, who in turn had been named Mr. Boeschstein's assistant. The pulp allocation will be handled by Mr. Graham, and pulp production by Mr. Hansen. The paper division is in charge of Rex Hovey, who is on leave from the Oxford Paper Company, New York City.

HIGHER POSTAL RATES APPROVED

Four cents for an out-of-town letter will become the rate in a general increase in postal rates approved by the house ways and means committee as part of a new tax bill to raise more than \$2,000,000,000 of additional revenue.

In-town letters will go from two cents to three; air mail, six cents to eight; second class, doubled, excepting newspapers and religious papers; third class, doubled; money orders, almost doubled; registered mail, now fifteen cents to one dollar, to twenty cents to \$1.35; insured and C. O. D. mail doubled.

No effective date for the new rates has been decided upon. This would depend upon the time required for the bill to pass through the usual legislative processes of passage by Congress.

EXHIBIT SPECIMENS OF PRINTING

Fifty panels on which were posted 1000 specimens of printing, many of which are promotion pieces connected with the war effort, were displayed at the ninth annual exhibition of printing of the New York Employing Printers Association held in New York City, November 1 to 3. Some of the specimens for the exhibit were furnished by the Graphic Arts Victory Committee and the War Advertising Council.

PAPER FURTHER RESTRICTED

Two important changes were made in paper restriction orders late last month. Commercial Printing Limitation Order L-241 was amended to provide for another 5 per cent cut, effective during the final quarter of 1943, and the Magazine and Periodical Industry Advisory Committee recommended that the War Production Board order a further cut of 15 per cent in paper tonnage for magazines, effective January 1, 1944.

The amended Order L-241 allows commercial printers to use 85 per cent of the tonnage they used in 1941, and restricts the weight of paper which may be used for such purposes as letterheads and business forms. The only printing that is exempted from this new order is that printing ordered and paid for by a department or an agency of the United States, or any state, county or municipality, or printing which is required by a Federal, state, county, or municipal law. When adding up the weight of paper used in 1941 to determine his quota, the printer must not count the paper which went into such items.

Commercial printers who do less than \$1250 worth of business, or use less than 1½ tons of paper each quarter, are exempt from order L-241. There are approximately 15,000 such plants.

The amended order has an appendix which specifies maximum weights for letterheads and a large number of other items. It would be very wise to obtain a copy of this order from your nearest W.P.B. office. (In order to know what types of papers are not covered by this order, you must obtain copies of General Conservation Order M-241, as amended October 16, 1943. This order restricts the manufacture of certain items.)

On the tonnage for magazines, it is probable that an amended Order L-244 will be issued in time to go into effect January 1, 1944, which will have the following high points: 1. Magazine publishers using more than twenty-five tons each quarter will be allowed to use 75 per cent of their 1942 usage. 2. Publishers using between five and twenty-five tons each quarter will be allowed to use 90 per cent of their 1942 usage. 3. Publishers using less than five tons each quarter will be allowed their full 1942 usage.

The magazine industry, according to W.P.B., has more than met the overall restriction on paper usage set for it by that agency. This cooperation is not evident in some other branches of the graphic arts industry.

LETTERS RECEIVED FROM TRANSVAAL

Some specimens of printing which had been received from time to time by THE INLAND PRINTER and were reviewed for the benefit of readers were sent to O. H. Frewin, who operates a printing plant in Middelburg, Transvaal, South Africa. He in turn sent the specimens to the Government Printing and Stationery Office at Pretoria. In acknowledgment the Government Printer, J. J. Kruger, sent a letter to Mr. Frewin, who relayed it to THE INLAND PRINTER, and from which the following is quoted:

"The specimens you have forwarded from THE INLAND PRINTER have been of special value and have been handed to the supervisor of technical studies in this establishment. These are profitably

and successfully used in the technical education of apprentices."

Mr. Frewin wrote a letter to the editor of THE INLAND PRINTER in which he said in part:

"I am waiting for a copy of your sixtieth anniversary number. I have the fortieth, which includes a reproduction of your first issue, and also your fiftieth. I hope to bind them all together in one volume."

WILL ENLARGE FACILITIES

Air-conditioning devices as a means of increasing efficiency, production, and quality will increase in use after the conclusion of the war, according to a statement issued by the Westinghouse Electric and Manufacturing Company. Because of a survey made by the company it has transferred all heavy duty air conditioning and industrial refrigeration manufacture from its East Springfield, Massachusetts works to its plant at Jersey City, New Jersey.

"We believe that air conditioning will become a more important industry in post-war America," said George H. Bucher, president of the company. "It is our intention to continue as one of the major producers in the field."

ORDER L-120 REVISED

Slight revisions were made late last month in eight of the schedules of Limitation Order L-120, which governs the standardization and simplification of paper and paperboard, in order to reduce certain inequalities and clear up definitions of certain terms used in the original order.

Some maximum basis weights provided by the original order have been reduced and others increased. The changes occur in Schedule I, Commercial Printing; Schedule II, Books; Schedule III, Fine Writings; Schedule IV, Tablet Paper; Schedule V, Envelope Papers; and Schedule XIV, Newspapers and Magazines. Exact uses are specified in Schedule VIII, Paper Stationery; and Schedule IX, Tablets, Notebooks, Pads, and Looseleaf Fillers.

In general, the changes will result in a greater yardage of paper from the available wood pulp.

TESTS VALUE OF PRINTING

Printed display material added to the sales of a popular candy bar sold at news-stands and cigar counters, according to a test made at fifty outlets in New York City. Results of the test have been reported by Edward T. Sajous, executive secretary of the Point of Purchase Advertising Institute.

On the first day of the test, with the product in a very poor position, only eleven units were disposed of. With the product placed in a good position, 201 units were sold on the second day. Printed displays were used on the third day of the test with the result that sales jumped to 859 units. On the final day, in addition to good position and use of display material, vocal suggestions were made by the attendants and the sales recorded totaled 1172 units.

OLD TIME PRINTER OWNS FLAG FROM CIVIL WAR



• THIS AMERICAN FLAG, which was made eighty-two years ago, with a field of only thirty-four stars, is owned by William Bentley, general superintendent of the Neely Printing Company, Chicago.

The flag was presented to his grandfather just before the outbreak of the Civil War by fellow citizens of Bunker Hill, Illinois. Its thirty-fourth star is for the state of Kansas, which had been admitted to the Union on January 29, 1861.

Mr. Bentley has been a printer for more than fifty years. He was born in Bunker Hill, September 23, 1872, and came to Chicago in 1889, getting a job as an apprentice in the composing room of the *Knights of Labor*, a sixteen-page weekly.

He became a two-thirder with the Rogers, Pitkin & Hall Company, one

of the firms which helped establish Chicago among the leaders in fine printing.

From there Mr. Bentley moved to New York City as the superintendent of the Federal Printing Company. Later he served with the Franklin Company in Chicago and with the W. B. Conkey Company, Hammond, Indiana, until 1919, when he met Lloyd Neely, president of the Neely Printing Company.

He was an early member of the Chicago Club of Printing House Craftsmen, and has served as its secretary. He has also served as a vice-president of the Old Time Printers Association of Chicago.

The picture above, showing Mr. Bentley holding his flag, is reprinted from the *Chicago Tribune* for Sunday, August 15, 1943.



What's New

in spite of war,

improvements in

the graphic arts field go on, and a few of the more recent are reported here to help you do your job

THE INVENTOR of the Curtis One-Shot Color Camera, Dr. Thomas S. Curtis, of Los Angeles, has invented what is called the Curtis Color Analyst, a device by which it is possible to obtain a full color image from reflections of three black-and-white positives.

The device consists of a cabinet into which are positioned continuous tone positives, made of glass, film, or photographic paper, before each of which is placed the proper complementary color filter.

Through a viewing compartment at the top may be seen, by means of accurate reflection, a composite of the original subject in full colors. Control knobs on the side of the cabinet enable the operator to register the three positives. This reflection enables the operator to note where and to what extent color corrections should be made on each of the positives so that the finished reproduction may be comparable in color values with the original subject.

If finished color proofs are made, their composite values can be seen by positioning a copy of each proof in the device.

MCLAURIN-JONES COMPANY has announced the development of a moisture-resistant coated label paper which may be applied with the use of alcohol to bakelite, brass, stainless steel, tin, and varnished surfaces, or applied with heat to surfaces such as aluminum, glass, solid fiber cartons, and wood. The new gummed label paper is merchandised under the trade name of "Alco-seal" and was developed as a result of the demand for labels that would adhere to weatherproof and waterproof materials needed for overseas shipments, many of which are dumped into the ocean and later retrieved by the armed forces for use at the war fronts.

THE REANITE BONDING PROCESS is a plastic substance, announced by The United States Stoneware Company, that will bind dissimilar materials such as impregnated plywood to stainless steel or aluminum, or rubber to metal. It "would require a direct pull in excess of 30,000 pounds to separate two six-inch-square pieces of steel bonded with the Reanite." The substance is applied after surfaces to be joined have been brushed. Mild heat and pressure are then used to complete the bonding process. The substance is non-corrosive to metals, possesses corrosion-resistance in itself, and is unaffected by fresh or salt water.

MOT-O-TROL is the trade name applied to a motor control device which provides automatic speed regulation, announced by the Westinghouse Electric and Manufacturing Company. It is an electronic adjustable-speed drive which converts incoming alternating current power to direct current by thyatron tubes which supply the direct current to armature and field circuits of the direct-current driving motor. Both armature and field circuits are controlled by one dial on the control station. Two dials are provided on a Mot-O-Trol control station for applications requiring forward and reverse speed. Minimum vibration, stable operation with full torque at low speeds, ease of mounting, constant torque, and finger-tip speed control are other features of the Mot-O-Trol. A copy of a descriptive booklet known as B3256, in which details with illustrations are published, may be obtained on request.

THE LOUNSBURY PATENT BINDING PROCESS, owned by The Rutherford Press, requires neither wire nor sewing to accomplish its purpose, which is achieved by slotting the printed signatures. It is said to be used successfully in binding magazines normally bound by side-wire stitching. The last fold of the printed signature is first slotted and the whole magazine is then bound on standard gathering and covering equipment by applying a flexible glue instead of wire stitching. The publication thus bound will open flat. Numerous class and trade magazines of national circulation have adopted the method of binding. The firm of J. Hayden Twiss, in New York City, is sole agent for the patent binding. Additional information may be obtained by writing to THE INLAND PRINTER.

WITH RATIONING HERE TO STAY, science has gone to work to lessen the burden of the storekeeper and the banker who handles his ration account.

A scale has been developed by the Toledo Scale Company which "counts" the stamps by weighing them. Two models have been introduced, one of which will handle 5,200 stamps at a time, and the other accommodating 520 stamps. The large model will count 600,000 stamps an hour, the smaller 60,000. Only about 1,500 stamps can be counted by hand in an hour.

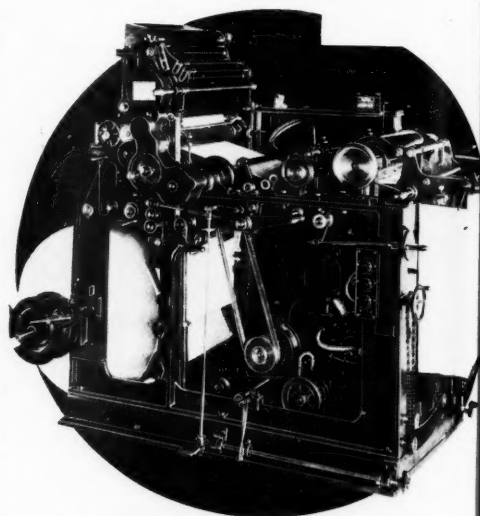
The biggest handicap in this weight-counting process is the humidity. Users of the scales make a test check with hand-counted stamps in the morning,

and recheck two or three times a day. The scales can be reset to offset heavier- or lighter-weighting stamps.

The Office of Price Administration has just ordered 112 of the large model scales, with which to equip regional offices for checking banks dealing in ration banking.

WHILE NONE OF THE PRESSES known as the "L.P.M. Lithographic Jobber," normally manufactured by the Pittsburgh Lithograph Press Company, are now available, inquiries have reached the editor of THE INLAND PRINTER concerning the facts connected with the construction and performance of the press. For the benefit of such inquiries additional information was obtained from the manufacturers.

It is a rotary press, taking a maximum web width of 14½ inches, and will handle any stock from onion-skin to index bristol, with "a normal net production of 20,000 an hour," the maximum image face being 8 3/16 by 14 inches. The production of the very light and very heavy stocks will run only one-half of that of the medium-weight papers. The motor used is 1½ horse power, combined with special Reeves variable speed, which provides any speed



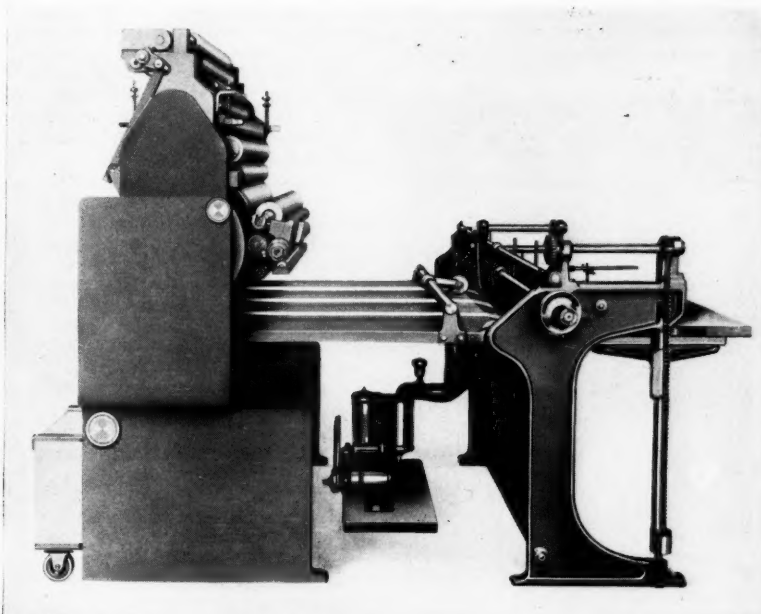
L. P. M. Lithographic Jobber, mentioned in a recent issue of THE INLAND PRINTER; described more fully on this page

between the range of 10 to 30 thousand an hour. The plates used are .006 zinc, 9¼ by 14½ inches in size, and are made with standard chemicals by either the albumen or deep etch process. Plate changes are made in less than five minutes, so the manufacturer states.

NEW TYPE CUTS of military insignia of Wacs, Waves, Navy enlisted personnel, military police, and other groups, in sizes from 24 to 72 point, have been announced by American Type Founders. Announcement has also been made of eight new "handypacks" containing assorted typecuts of hand indicators, seagulls, decorative and vocational cameos, ballot signs, political party emblems, reverse stars, and crop corps insignia.

REVLON PRODUCTS CORPORATION is producing what is called "Hand-Saver" which is designed for use by persons working with machinery. The preparation is rubbed on the hands when clean, and after work which covers them with grease, water is applied, and with a little rubbing, then rinsing, the skin is freed from all oil and grease.

THE NEW "JEEP PRESS," a 19- by 25-inch offset press, has been announced by Mount Vernon Presses, Mount Vernon, New York.



19- by 25-inch offset "Jeep Press" which Mount Vernon Presses will put into post-war production

The declaration of war prevented the company from putting this press into production, but research has continued, and when the war ends it will be built in a new factory at 70 Mill Road, New Rochelle, New York.

Some of the features of the new press will be an adequate ink distribution system, proper balance between ink and water distribution, and a simplified suction type feeder which makes possible a rapid change from one size sheet to another.

A NEW ADHESIVE marketed under the trade name of Paisley Grip-Tight Label Paste, announced by Paisley Products, Chicago, is designed to cause paper labels to adhere to all kinds of surfaces, including tin cans, glass jars, fiber drums, and steel barrels, and will withstand humidity changes, extremes of temperature, and rough handling during shipments. It is a rosin emulsion adhesive, and is said to be non-toxic, non-corrosive, and non-staining.

A NEW PLASTIC announced by du Pont, called Polyvinyl Alcohol Resin, is characterized by toughness, and it resists oil, grease, and other solvents. Experiments are being made in connection

with its use in lithographic printing plates which are said to give the same number of impressions as metal plates and carry about 25 per cent more ink without smudging. Such plates are promised for future peacetime printing, so a du Pont announcement states. Other experiments are being made in the use of polyvinyl alcohol in the making of printers' rollers to withstand the chemicals in fast-drying inks.

FOR USE IN HUMIDIFYING SYSTEMS that employ atomizing nozzles, Spray Sys-

tems Company, Chicago, has developed an improved type of pneumatic nozzle that will project a spray from ten to twenty feet, depending on the air pressure used in the humidifying system. Water and air are mixed externally to produce a round spray.

The nozzle (Type JHS) is a complete unit in itself, and can be adapted to almost all types of installations. Two monel metal strainers—one for air, the other for the water—are included in the body of the nozzle, permitting removal of the strainers for cleaning or for replacement without disturbing the nozzle or feed lines.

A NEW TYMPAN PAPER, marketed under the trade name of "Spherekote" has been produced by the Minnesota Mining and Manufacturing Company. It consists of a tough 130-pound rope paper coated with small glass spheres or beads, "each as smooth and perfectly shaped as a glass marble, yet so minute that more than 50,000 are required to cover a square inch of surface." The paper is said to reduce offset, improve printing quality, reduce the number of stops for wash-up, reduce wash-up time, and lower production costs.

I.T.U. REVIVES JOURNAL

After a suspension of five months in the publication of the *Typographical Journal* because of internal strife among international officers as to who has the right to arrange for contracts, the October issue of the publication made its appearance. The issue is different from the standard type of publication formerly issued, in that news items from local unions are absent, as well as other usual features.

On page three of the Journal, a statement appears to the effect that "Oakland No. 36, joined by sixty-six others, guarantees this issue." The names of the other locals are listed.

In the May and June issues of *THE INLAND PRINTER*, news items appeared in which the reasons for the non-appearance of the *Typographical Journal* were stated, with both sides to the controversy represented. The controversy has not been composed, according to statements which appear in the October issue of the *Journal* which was printed in Milwaukee.

On the outside cover of the unusual October issue is a reproduction of the seal of the International Typographical Union, above which appear the words: "Oldest, Most Democratic, Best Trade Union in North America."

ISSUES BOOKLET ON LITHOGRAPHY

Similarities and differences in gravure, letterpress, and offset printing are defined in the two-color, twelve-page booklet which has been published by the Amalgamated Lithographers of America.

One section is devoted to the listing of the six international unions operating in the letterpress and gravure branches of the graphic arts. In contrast, the statement is made that all branches of the lithographic industry have been consolidated into one union since 1915, that being the Amalgamated Lithographers of America.

REDUCES PAPER ITEMS

Strathmore Paper Company has issued a list of items of papers termed "wartime revision" which comprises approximately 240 items as compared with 1200 items produced prior to the war.

The reduction is due mainly to the War Production Board's Order L-120 which was aimed to conserve pulp. Reduced weights specified made it impossible to continue certain lines, while others were discontinued because the reduction in weight would destroy the individuality of the paper. Still other lines were discontinued to divert the pulp into a smaller number of items and lines so that more paper of the items remaining could be made.

"This is, of course, a drastic revision of items but there is still available a considerable variety in color, texture, finish, and weight," reads an announcement. "Thus printers and other paper users can still get papers that will be suitable for their purposes."

Demand has been increasing for a 75 per cent rag content paper because regulations permit the use of substance 20 weight in this quality of paper.

LUTHER A. PORTER

Luther A. Porter, secretary and a director of J. J. Little & Ives Company, New York City, bookbinders and printers, died October 21.

Mr. Porter was born in Rock Island, Illinois, eighty-six years ago, was graduated from Cornell University in 1879, and was associated with the publishing firm of Henry Holt & Company before joining the J. J. Little & Ives Company in 1904.

HAMILTON HONORS EMPLOYEES

Pictures of old employees feature the souvenir program produced by the Hamilton Manufacturing Company, Two Riv-

business to its present proportions. Oscar Berlin was active in the affairs of the Chicago Lithographers Association of which he was a director.

He is survived by his widow, Mrs. Gertrude Berlin, two children, and his two brothers, Louis and Irving.

MICHAEL A. FLYNN

Michael A. Flynn, for over forty-three years an employee of the International Printing Ink Division of the Interchemical Corporation, and since 1925 Baltimore office manager, died October 1.

Starting as an errand boy with Ault and Wiborg Company when he was fourteen, he worked up to the position

THOMAS A. LENCI PROMOTED

Thomas A. Lenci has been transferred from the position of general manager of the Eagle Printing Ink Company to that of treasurer of the General Printing Ink Corporation to succeed Perry D. Richards, who resigned on account of poor health.

J. Howard Houston, who had been assistant manager of the Eagle Printing Ink Company division has been advanced to the general managership.

PRODUCES COOPERATIVE LITERATURE

Printed promotion material issued through the Atlanta Master Printers Club has been produced by the printers of Atlanta, Georgia, for the purpose of publicizing the idea that certain "Victory Printing" can be sponsored advantageously by merchants, manufacturers, and civic groups.

One piece of such printing consists of a red, white, and blue folder, 8½ by 11 inches in size, the double page spread of which shows reproductions of specimens of the Army-Navy "E" Pennant, Victory War Bond slogan, War Bulletins, and suggestions concerning the various campaigns promoted by Government agencies. Part of the copy adjoining the illustrations reads thus:

"War information on the home front can be both a patriotic effort and an intelligent good will builder at one and the same time. The list of information which the Government wishes conveyed to the Public is long. Much of it ties in with business. Telling the War story can be a powerful way, also, of telling your own story to your customers, prospects, and Post-War prospects."

Reference was made in the copy to the work of the Graphic Arts Victory Committee and to the suggested pieces of promotional literature which can be localized.

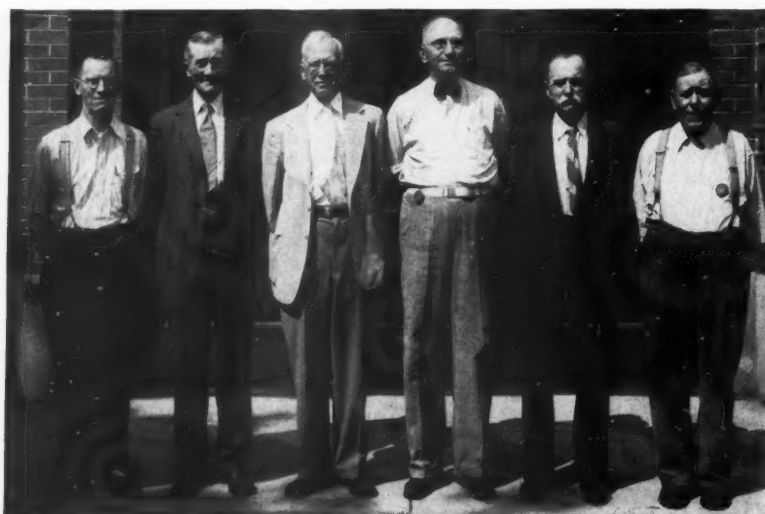
"We have been assured that expenditures for this purpose may be deducted as a normal business expense before taxes," continues the copy. "Let your printer tell you about this important movement—or let the Atlanta Master Printers Club provide additional authentic information to help you with your Victory Printing Campaign."

On the fourth page of the folder are listed the names, addresses, and phone numbers of members of the association.

FRED L. WOOD

Fred L. Wood, veteran paper man, associated with the United States Envelope Company for sixty-four years, died Saturday, September 4, at Springfield, Massachusetts.

He was born in Springfield, October 8, 1859, was educated in Springfield schools, and became connected with the Morgan Envelope Company in 1879 as a shipping clerk and later as a salesman. He was a branch manager in Providence, then at Boston, under the name of the United States Envelope Company. Wood returned to the main office in 1903 and became purchasing agent in 1908, which position he retained until his retirement.



"Fifty-Year Sextet" is made up of employees of the Hamilton Manufacturing Company who have served a total of 320 years, an average of fifty-four years each, four being active in the company

ers, Wisconsin, in connection with presentation of the Army-Navy "E" Award which took place recently.

Six of the employees have served a total of 320 years, an average of fifty-four years each; nine have served a total of 388 years; and fifty-four others aggregate 1908 years of service. Names of 300 employees are listed in the "Tribute" paid to them in connection with the ceremonies.

E. P. Hamilton, president of the company; H. G. Evans, vice-president; Brigadier-General George F. Lull of the Army; and Lieutenant Commander T. H. Jones of the Navy participated in the presentation program.

OSCAR W. BERLIN

Oscar W. Berlin, vice-president and treasurer of the I. S. Berlin Printing and Lithographing Company, and the Marshall-White Press, Chicago, died at his home in Chicago, September 29. Services were held on October 1, and interment was in Rosehill Cemetery.

Born in Chicago, August 29, 1900, Mr. Berlin attended public schools and the University of Chicago, graduating as a chemical engineer. He joined his brother, Irving S. Berlin, in the printing business and together they built the

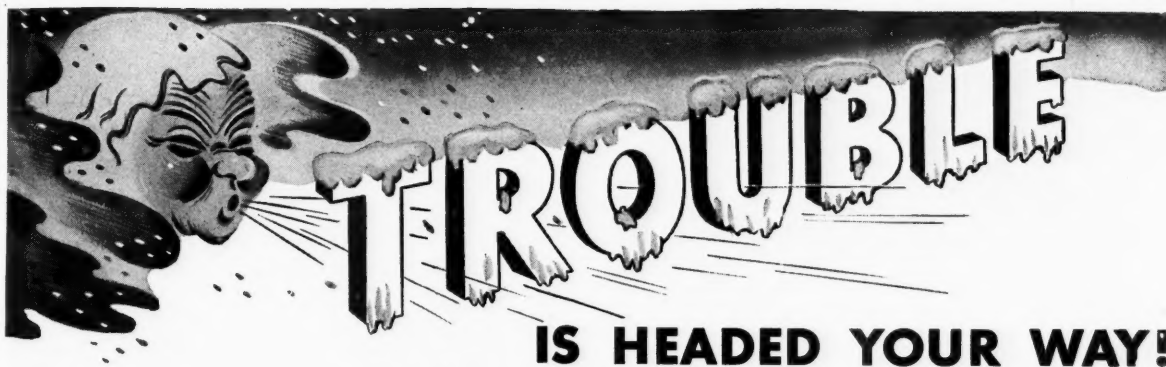
of superintendent of the factory. In 1914 he was transferred to the Philadelphia factory and in 1925 to Baltimore. He was honored with three other branch managers at a company banquet in 1942, and was presented with a distinctive award indicating that he was the branch manager having the longest service record.

NEW W.P.B. PUBLICATION

A new publication, to replace *Priorities* and *Product Assignments*, was issued in September by the War Production Board. It will be issued every four weeks and will contain all the information formerly contained in the two publications, which were discontinued.

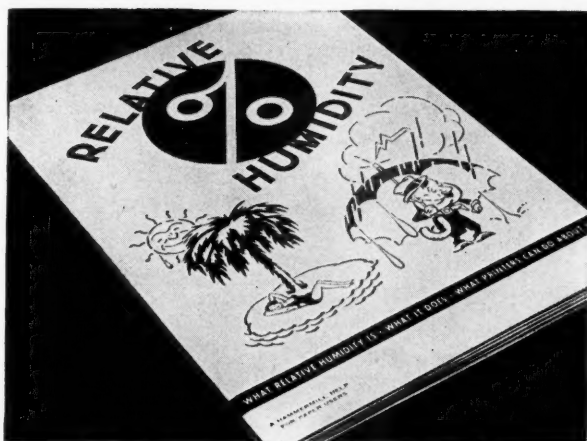
A year's subscription covering thirteen issues of the new publication may be obtained for \$2.00 from the Superintendent of Documents, Government Printing Office, Washington, D.C., and single issues will be available at twenty cents each. Persons who now subscribe to *Priorities* will receive the new publication for the balance of their regular subscription.

Featured in *Products and Priorities* is a master alphabetical index which lists every product, material, or service which comes under W.P.B. supervision.



TROUBLE

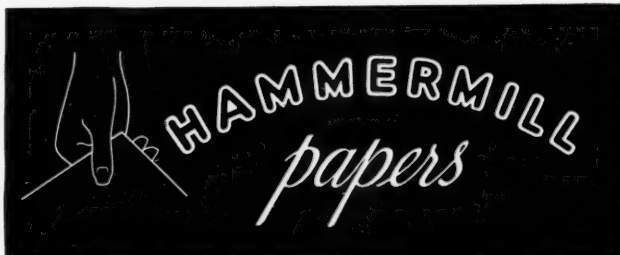
IS HEADED YOUR WAY!



It's time to read this Hammermill book. Send for your free copy for suggestions to prevent winter headaches.



This instrument insures moisture content, controlled to within 1/10 of 1% in the Hammermill papers you buy.



Winter is about to blow some humidity problems into your shop

Wintertime is often trouble-time when the heat is turned on.

Maybe that is true in your shop.

This year you can do something about it. First, you can read Hammermill's free book, "Relative Humidity." This tells what happens when heated air dries out paper, ink, and press rollers. It tells what causes "static" and feeding problems.

"Relative Humidity" takes the mystery out of what relative humidity is and what it does. And it makes some very good suggestions about what you can do to help correct the troubles it causes; suggestions that may save you press and feeding time, delayed deliveries, disgruntled customers.

Second, you can buy paper made by a modern mill, where the latest in modern equipment is coupled with long-experienced know-how. Many a printer names Hammermill papers as his first choice because they are more free of printshop troubles than most papers. That's important in these times, when the making of good paper is a difficult job for even the best paper mills.

But whatever paper you use, get your copy of "Relative Humidity." It's free, and is offered as a Hammermill service to help you keep your shop running at its highest efficiency.

Hammermill Paper Company, Erie, Pa.

Please send me—free—Hammermill's little book, "Relative Humidity."

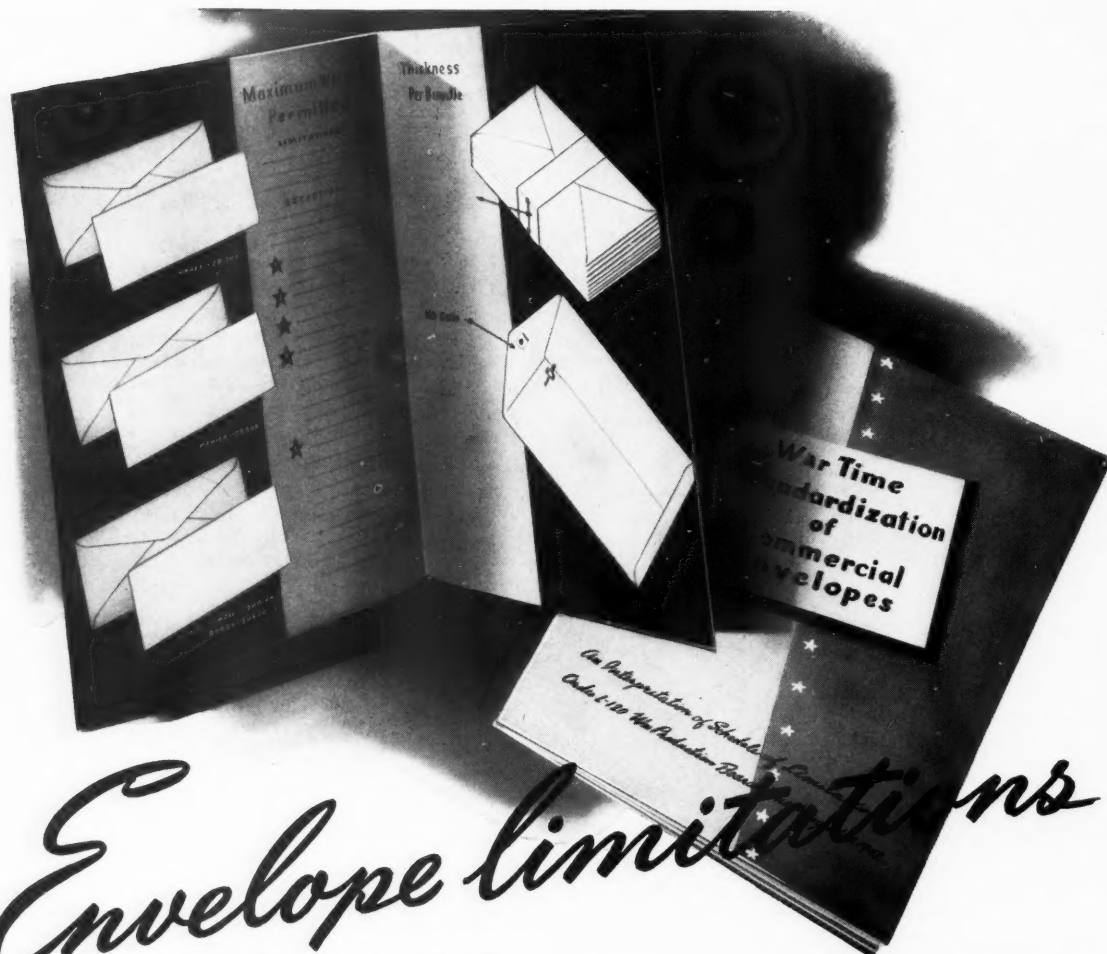
Name

Position

(Please attach to your business letterhead)

IP-NO

Please Mention THE INLAND PRINTER When Writing These Advertisers



Envelope limitations

..explained for your customers

Customers are impatient people. They don't like to be *told* about new limitations. They'd rather *see* for themselves . . .

That's why printers are delighted with this new U.S.E. folder, for it *shows* the whole story of Schedule VII, Limitation Order L-120, W.P.B.—AT A GLANCE. Here are envelope limitations and exceptions stripped of all legal maze-talk—presented in word and picture for quick understanding.

Try it on your customers. Your paper merchant will supply copies—free.

UNITED STATES ENVELOPE COMPANY

General Offices, Springfield 2, Mass.

13 Manufacturing Divisions . . . 5 Sales-Service Offices

U.S.E. envelopes 

ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS • TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • PAPER DRINKING CUPS • TOILET TISSUE • PAPER TOWELS



The **ONE** *Morale Builder*

So many enterprises of dubious value have been proposed as builders of morale that a disinterested word on the subject may be in order. To the young soldier in distant camp or foreign shores nothing... absolutely nothing... can give comfort, strength and resolution like letters from home and friends. Let none of us fathers, mothers, wives, sweethearts, friends... fail in this duty and privilege. We are not ourselves considerable manufacturers of writing papers, but we do provide the armed forces with large quantities of indispensable papers and we have served American business for nearly 100 years.

THE BECKETT PAPER COMPANY

Buckeye, Beckett and Ohio Covers, Beckett Offset and Opaque, Buckeye, Beckett and Tweed Texts, Special Military Papers

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

★ ★ ★ ★ ★ ★ ★ ★

WHEN THE BOYS COME HOME . . .

The war has trained thousands of young men in offset lithography . . . experienced camera operators, plate-makers, pressmen.

Have you been afraid to add offset to your present equipment because you couldn't see where competent labor was coming from? Put your fears behind you . . . help will be there, all right! Printers with foresight can safely plan now for an offset department to supplement their letterpress equipment.

Offset lithography, like letterpress, has its own advantages, and the war has taught business firms what it can do for them. Make no mistake . . . when the shooting is over "over there," industry and business are going to expect and insist on both offset and letterpress production facilities.

These are twin services every well-balanced shop must be able to offer. Now is the time to make your plans. After the war, ATF will have everything required for the complete offset plant, from darkroom to pressroom. Your ATF Salesman can give you full information right now, even to approximate costs.

*Set
Aside*
Dollars NOW

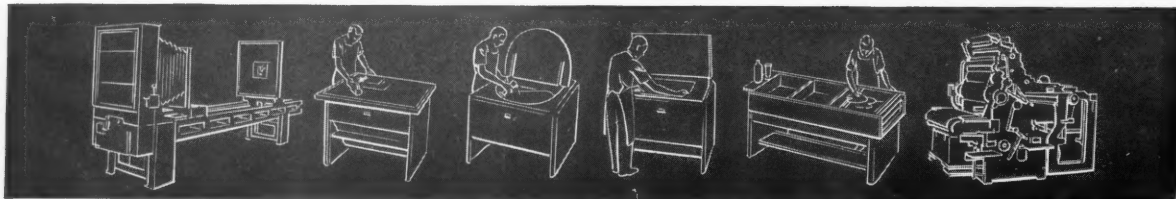
for the offset equipment
you will need after
VICTORY



AMERICAN TYPE FOUNDERS

Offset Division

200 Elmora Avenue, Elizabeth, New Jersey
Branches and Dealers in Principal Cities...





PAPER DIRECTS THE ASSAULT

It has been said that paper wins wars... that an army fights with paper. No scheme of strategy... no single skirmish was ever launched without careful planning in advance... on paper.

But carefully-charted plans are only a small portion of the part that paper plays in the vast war picture. Think of the *maps*! In December, 1941, the Army shipped from Washington 530,000 maps. In June, 1942, 3,100,000! In a single six-month period, shipments averaged *six million maps* per month!

Beside the paper used for maps, *half a million tons* of paper were consumed this year to make the "V-boxes" that carry food and ammunition overseas. Paper camouflage saves soldiers' lives. There are thousands of other uses which

make paper a vital war essential.

With this unending need for paper in the war, it's no wonder that this country is plunging headlong toward a paper shortage. For this year the United States and Canada can produce *only three-fourths* as much paper as they produced in 1942. A man power shortage in the woods is responsible for this.

These facts demand that we *waste no paper*. And to use less paper is even more important. For the paper we *do not use* conserves both labor and material. All types of paper can be salvaged, excepting that which is waxed, oiled or tarred. Use as little *new* paper as you can. These are acts of patriotism that help to speed an Allied victory... that help to save American lives.

Levelcoat^{*}
PRINTING PAPERS

Trufect^{*}
For Highest-Quality Printing

Kimfect^{*}
Companion to Trufect at
lower cost

Multifect^{*}
For volume printing at
a price



^{*} TRADE MARK

KIMBERLY-CLARK CORPORATION

Neenah, Wisconsin • EST. 1872

NEW YORK: 122 E. 42ND ST.

• CHICAGO: 8 S. MICHIGAN AVE.

• LOS ANGELES: 510 W. 6TH ST.

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back



GRAPHIC ARTS VICTORY COMMITTEE PROGRAM GEARED TO WAR—

THE now famous Guide To Essential Wartime Printing and Lithography started the ball rolling. Since then the GAVC has produced *thirteen* books in cooperation with various government agencies. These books are from 8 to 64 pages. Each contains factual, authoritative data to help printers, lithographers and advertisers plan printed promotion which contributes to the war effort. Some of these projects are illustrated here. Other similar booklets and folders are in the process of preparation now. Each is urgently needed, each will help the graphic arts industry play its part in achieving victory. As a further service, the weekly What's New Bulletin keeps GAVC members in constant touch with new activities, new plans and developments to aid them in their essential wartime work.

GAVC has become an important factor in aiding the overall victory program. Value of the Committee's work to its members, to the industry, to the government and to the public, is recognized everywhere.

YOUR COOPERATION IS NEEDED

The GAVC program is well started. Much is still to be done—and the pressing need for the Committee's work will continue unabated until victory is ours. To accomplish the task requires your active cooperation, and that of every member of the graphic arts industry. Your participation in this patriotic work will help your government, your industry, yourself.

It takes money to carry on—to insure that GAVC does *everything* possible to speed the end of the war. Of course you want to help, you want to do your share. *Voting* membership in the Graphic Arts Victory Committee is only \$100.00 (or more if you wish) annually. *Participating* membership, any amount you wish, payable monthly, semi-annually, or annually. National manufacturers of equipment and supplies are contributing from \$50.00 to \$300.00 per month depending on size. Local producers and suppliers are averaging as follows: Large—\$25.00 per month, Medium—\$10.00 to \$15.00 per month, Small—\$5.00 per month. Make *your* contribution *now*, mail the coupon below *today*.

You Bet We'll Help!

MR. HARRY PORTER, *Finance Chairman*, Graphic Arts Victory Committee
c/o Harris Seybold Potter Company, 4510 East 71st Street, Cleveland, Ohio
We want to become a Member of the GAVC

Company Name..... Type of Business.....
Individual's Name..... Title.....

Amount of contribution per month:

Check one: ☐ \$..... ☐ \$25.00 ☐ \$15.00 ☐ \$10.00 ☐ \$5.00

Enclosed is check for ☐ one month, ☐ for six months ☐ for one year.

(Simply attach your company letterhead and you will receive your Membership Certificate)

TOO GOOD TO BE TRUE

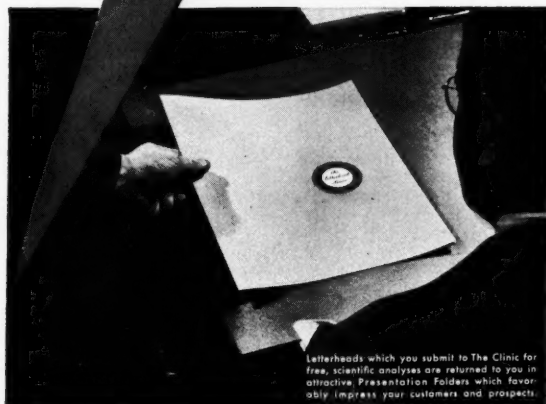
BUY MORE WAR BONDS

A free plan — involving no "strings" or obligations — that actually almost sells letterheads for you . . . sounds too good to be true. But it is . . . and you can prove it to your own satisfaction by simply sending 3 copies of any letterhead — your own will do — to The Letterhead Clinic for a convincing demonstration. With your rating you'll receive a free 24-page book which tells all about The Clinic's free, productive business-building plan. Clip, clip, clip that convenient coupon.

*Whiting-Plover Paper Company,
Stevens Point, Wisconsin.*

Permanized Papers

RAG-CONTENT



Letterheads which you submit to The Clinic for free, scientific analyses are returned to you in attractive Presentation Folders, which favorably impress your customers and prospects.

THE LETTERHEAD CLINIC
Whiting-Plover Paper Company
2 Whiting Road, Stevens Point, Wisconsin

- ☐ Here are 3 copies of a letterhead for your free, scientific analysis.
- ☐ Send me the free 24-page book which will tell me all about The Clinic's free business-building plan.

Name _____

Position _____

Please attach to your BUSINESS letterhead. This offer is restricted to Printers in the U.S.A.



**A "RUSHED" PLATE
IS A LONG SHOT!**

● Like a horse in a steeplechase, a photo-engraving plate has to clear many obstacles before the finish line is reached. And it isn't possible to hurdle all of them while going at top speed. If any part of the photography, stripping, printing, etching, or routing is done too hurriedly, a "spill" may result. That means wasted time and materials.

Particularly during the war, such waste has to be eliminated. The Photo-Engraving Industry is faced with the most serious labor and material shortage in its history. We need your help in making war-restricted supplies cover everybody's plate wants.

So ask for hurry-up service only when absolutely vital. Extend your delivery time on normal work. Order your halftones and zincs early and leave the rest to us.

P.S.

Superior's one-responsibility service—art work, photography, photo-retouching, engraving, typesetting, all under one roof—will often eliminate the need for "RUSH" plates. Try it. See what a time-saver and an overtime-saver it can be!

**SUPERIOR
ENGRAVING
COMPANY**
215 WEST SUPERIOR ST.
CHICAGO, ILLINOIS



ENDURING REPUTATION

A good name cannot be bought. It must be earned. Good deeds — fair dealing — honest craftsmanship — they were all high in the ideals of the founders of this mill. They are just as high today in the ideals of the modern Bryant organization.

The Bryant name today goes on paper contributing greatly in the Victory pro-

gram . . . tomorrow on fine printing papers that will be as far ahead of their day as Lincoln was ahead of his.

For now . . . while Bryant production is concentrated on Victory . . . Bryant ingenuity is actively dedicated to the future . . . to better papers for the gigantic job that printing will have to do when peace comes again.

COATED, UNCOATED AND SPECIALTY BOOK
PAPERS FOR LETTERPRESS, OFFSET, ROTOGRAVURE

EVERY DAY MORE PRINTERS ARE
USING MORE PAPER MADE BY

BRYANT
PAPER COMPANY

KALAMAZOO 29F, MICHIGAN
CHICAGO SAN FRANCISCO NEW YORK



For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

**THE IRON FURNITURE
WITH THE
"VELVET EDGES"**



★ Every piece of CHALLENGE LABOR-
SAVING IRON FURNITURE is beveled on
all 12 sides . . . no sharp corners means no
bumps, dents or overhang. Faster lock-up.
Raised figures on each piece show the pica
size at a glance. Range of standard sizes
from 2x4 to 10x70 ems pica.

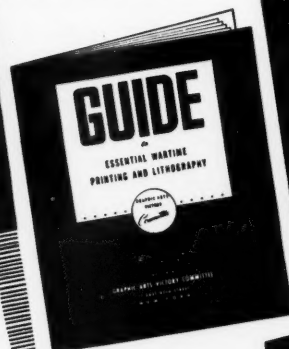


Light, easy to handle. Cross braces for ex-
tra strength. Drainage holes in every piece.

We will gladly send a complete list of sorts
and special fonts . . . economically priced.
WRITE TODAY!

THE CHALLENGE MACHINERY CO.

Main Office and Factory: 1903 50th ANNIVERSARY 1953 Eastern Sales Office:
GRAND HAVEN, MICH. 50 Church St., NEW YORK



**IN THE RIGHT
DIRECTION**

Every printer, lithog-
rapher and publisher
should have in his pos-
session a copy of the
Graphic Arts Victory
Committee's "GUIDE
to Essential Wartime
Printing and Lithog-
raphy." It points the
way to successful co-
operation between the
producers of the printed
word and our govern-
ment. If you do not
possess a copy, please
make it your business
to communicate with
us so that we may have
the privilege of supply-
ing a copy with our
compliments.

**GEORGE H.
MORRILL
C O M P A N Y**

DIVISION - GENERAL PRINTING INK CORPORATION
100 SIXTH AVENUE, NEW YORK

BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO
MINNEAPOLIS ST. LOUIS FORT WORTH DETROIT
LOS ANGELES SEATTLE



MasterLine

PAPERS FOR BUSINESS

Permanence, Character, Beauty in these
All-Rag and Rag-Content Papers

BONDS

Anniversary *Old Badger*
English *Dictation*
Dictation Tru-Opaque



ONION SKINS

Anniversary *Dictation*



LEDGERS

Anniversary *Old Badger*
English *Dictation*



The RIGHT Paper for the Job is a MASTERLINE Paper

RAG CONTENT—Anniversary 100%,
Old Badger 75%, English 50%, Dictation 25%

FOX RIVER PAPER CORPORATION
APPLETON WISCONSIN



**BOY, WAS I SMART
WHEN I BOUGHT A
Sterling
BASE SYSTEM!**

At a time like this, an investment in quality really begins to pay extra dividends. My Sterling Toggle Base is made of semi-steel for long life . . . which means that if I clean base sections and hooks regularly and protect them adequately when they're not in actual use, I can count on my present base system's serving me dependably for the duration. " " " "

THE PRINTING MACHINERY COMPANY
436 COMMERCIAL SQUARE • CINCINNATI, OHIO
23 EAST 26th STREET • NEW YORK CITY

MODERN MAGIC

AMERICAN
BLUE BOY!

9.90
11.90



AT ALL BRANCHES AMERICAN TYPE FOUNDERS

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVES., BROOKLYN, N. Y.
BRANCH—105 WEST MADISON STREET, CHICAGO, ILL.

SWEDISH PRINTING OFFICE SUPPLIER

Have had constant contact with better known organizations in the graphic arts field for nearly thirty years. Well-known to the trade. Looking for the sole agency in Sweden for well established American manufacturers of printing office supplies. Please reply to:

GEORG BOLLE AB • Stockholm, Sweden


ROSBACK

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Largest Perforator Factory in the World
BENTON HARBOR, MICHIGAN

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COMBINES RIGIDITY, LOW POROSITY AND PRINTABILITY WITH LIGHTNESS



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HURON

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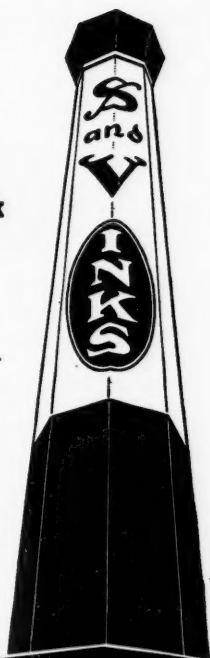
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MULTI-PROCESS PRESS

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We'll Be Seeing You

BUT NOT QUITE SO OFTEN

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Our men will call just as often as possible, but because they must use trains and buses and other forms of public transportation, they will not see you as often as they have in the past.

Should you have roller trouble or any special roller problem please do not hesitate to advise, and one of our representatives will visit you just as soon as possible.

Bingham Brothers Company

Established
1849



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Address _____

**Statement of the Ownership, Management, Circulation, Etc.,
Required by the Acts of Congress of August 24, 1912,
and March 3, 1933.**

of THE INLAND PRINTER, published monthly, at Chicago, Illinois, for October 1, 1942

Before me, a County Notary Public, in and for the State and county aforesaid, personally appeared J. L. Frazier, who, having been duly sworn according to law, deposes and says that he is the Editor of THE INLAND PRINTER, and that the following is, to the best of his knowledge and belief, a true and correct copy of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, Chapter 108, Laws of 1933, and the Rules and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher—Tradepress Publishing Corporation..... Chicago, Illinois
Editor—J. L. Frazier..... Evanston, Illinois
Managing Editor—None.....
Business Manager—J. L. Frazier..... Evanston, Illinois

2. That the owner is: Tradepress Publishing Corporation, 305 West Jackson Boulevard, Chicago, Illinois. The stockholders of Tradepress Publishing Corporation are: John C. Thompson, 2511 Cuyler Avenue, Chicago, Illinois; Frazier, 2043 Orrington Avenue, Evanston, Illinois; Col. J. B. MacLean, 7 Austin Terrace, Toronto, Ontario; Horace T. Hunter, 120 Inglewood Drive, Toronto, Ontario; The MacLean Publishing Company, Ltd., 481 University Avenue, Toronto, Ontario.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners of stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and other securities, in their own names, as individuals, and as such, this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Subscribed and sworn to before me this 24th day of September, 1943.

(My commission expires Oct. 20, 1945.)

THE INLAND PRINTER

Volume 112 • November, 1943 • Number 2

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO 6, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

SUBSCRIPTION RATES

For United States and countries within postal union, including Spain, one year, \$4.00; two years, \$7.00; three years, \$10.00. Single copy, \$0.40; none free. Foreign, not included in postal union, add \$1.00 a year. Make checks or money orders (for foreign) payable to TradePress Publishing Corporation. Foreign postage stamps not acceptable.)

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THE KID NUMBERS TOOLS AND WEAPONS FIRST

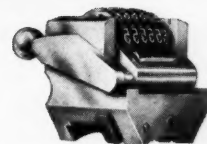
DEAR POP:

So you are doing war work. Good for you. Printing army instruction books is darned important. You'd know it if you had to work a lot of the mechanized weapons that are helping us pulverize our enemies. But stop beefing about not being able to get machinery. Of course you need new Wetter Numbering Machines, but the Company that makes them is doing war work too. If you slow up that job, you slow up ours. That "soft belly of Europe" isn't as soft as you might think. We need all the tools and weapons that Wetter and a lot of others can help produce. So just keep wanting Wetters till you can get them. You'll get them as soon as the war lets them be produced.

How many more bonds have you bought?
THE KID



Wetter Lock-Wheel
One of many models



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One of many models

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ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.

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AMERICAN TYPE FOUNDERS

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RATES FOR CLASSIFIED ADVERTISEMENTS

• **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classification, only 65 cents a line—minimum, \$1.35. Terms: Cash with order. (Replies to keyed ads forwarded daily when received, without extra charge, except packages and samples for which the sender should remit an amount to THE INLAND PRINTER equivalent to that required as postage for mailing the package to our office.)

Figure 38 characters in a line, including spaces, punctuation, address or box number. To avoid delay in insertion, and in view of small amount usually involved, please enclose check with order.

Display:	1 tl.	3 tl.	6 tl.	12 tl.
1/4 inch....	\$ 9.00	\$ 8.25	\$ 7.50	\$ 6.75
1 inch....	15.00	13.50	12.00	11.00
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MILWAUKEE BRONZERS — for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CALENDARS AND CALENDAR PADS

• **WHOLESALE** Calendars for the printer. Do your own printing. Advertising Novelties, Fans, Book Matches. Due to gas rationing few calendar salesmen are on the road now—which means more calendar sales for the printer. FLEMING CALENDAR CO., 6540 Cottage Grove Ave., Chicago 37, Ill.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

Largest assortment and best selling line of Pads for either Art or Business Calendars. Write for catalog. Orders filled immediately.

JOSEPH HOOVER & SONS CO.

MARKET AND 49TH STS. PHILADELPHIA, PA.

COMMENCEMENT INVITATIONS

COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.

EQUIPMENT WANTED

• **WANTED** Model W. Cleveland folder equipped with rubber rollers. Describe condition and give serial number to American Greeting Publishers, 1300 W. 78th St., Cleveland 2, Ohio.

EQUIPMENT WANTED (Continued)

• **Wanted at once**, for cash or lease for the duration, one or two LSB 17 x 22 Harris-Seybold-Potter Company Offset Presses. Write Box N-659, The Inland Printer.

• **WANTED:** Multiple Head Stitching Machine, 4 to 8 Heads—Con P. Curran Printing Company, 102 South 8th Street, St. Louis 2, Missouri.

FOR SALE

• **FOR SALE:** Just like new—Monotype Giant Caster, only 2 years old. Actually used less than 60 working days. Complete with all equipment including 36, 48, 60, 72 pt. molds with both low and high blade, 7 nozzles, 13 fonts of modern faces. Will sacrifice for 30% of original cost. Write to Tribune Publishing Co., Hyde Park 36, Mass.

• **WORLD'S FAIR LIGHTS**—Mercury quartz arc lights—400 watt, 220 v. A.C. complete with base, socket, reflector; Bulb approximately 2x8 in., \$16 ea. Mazda spot lights, 1500 watt, complete \$9 ea. BROWN'S, 144-15 20th Avenue, Whitestone, Long Island.

• **One Printing Press** 12 x 18—One 14 x 22 C. & P.—One Pearl 7 x 11 good condition—one paper cutter 26"—also 65 cases of type all for one thousand dollars. 1139 East 8th St., Jacksonville, Fla.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

(Continued on next page)

ENGDAHL BINDERY

EDITION BOOK BINDERS

"Books Bound by Us Are Bound to Satisfy"

1056 West Van Buren St., Chicago, Ill.

Telephone Monroe 6062

To Keep 'em Flying! Buy War Bonds!

RAISED PRINTING COMPOUNDS INKS, MACHINERY (HAND AND AUTOMATIC)

25 Years' Experience at Your Service.

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Spring Tongue GAUGE PINS



QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office

Megill's Gauge Pins for Job Presses

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—the best. Circular on request. Sold by dealers.

THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY

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MEGILL'S Patent

Original Steel GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a doz. for either size.

FOR SALE (continued)

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Registers WITH THE BOSS

Model B Cleveland with Cleveland suction pile feeder • Model B Cleveland hand fed • 75 Brass bound boards 16x24" • No. 3 Smyth sewing machine • Model 14 Linotype No. 48486 a 2 in 1 machine with 6 magazines, standard accessories • Miehle No. 4 Unit Press with Dexter Feeder No. 12072, Ext. Dlv., new machine warranty • Seybold Stamper & Embosser, 25x22" platens, Hadaway heating units, 5 H.P. Westinghouse A.C. motor push-button controls, with Peerless roll leaf attachment. Comparable to new mechanically • Miller Two-Color 4 track press.

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subject to use and approval

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A Reliable Source of Supply

220 S. JEFFERSON STREET • CHICAGO 6

• **For Sale: An Extensive Line of new and rebuilt printing equipment on easy terms.** Write for free list. Missouri Central Type Foundry, Wichita, Kan.

• **FOR SALE—MODEL C INTERTYPE** with three molds, motor, electric heater and feeder. P. O. Box 298, Waverly, Iowa.

• **FOR SALE—Washington Hand Proving Press—Write Merchants Industries, Inc., Bellefontaine, Ohio.**

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An old eastern manufacturer of printed specialties is looking for a plant superintendent. The man we want possesses all or most of the following classifications:

- ★ Age between 35 and 45.
- ★ Graduate mechanical engineer.
- ★ Experienced in letter press printing.
- ★ Now has position of authority in a large modern printing concern.
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- ★ Has no fear of full responsibility.
- ★ The position is big and the right man can make it bigger.
- ★ Salary will be ample and commensurate with the responsibility.

Our company is growing, is busy now on essential work and will be still busier after the war. Write freely giving full details. Replies will be treated in strictest confidence. Our own organization knows of this ad. Write Box N-661, The Inland Printer.

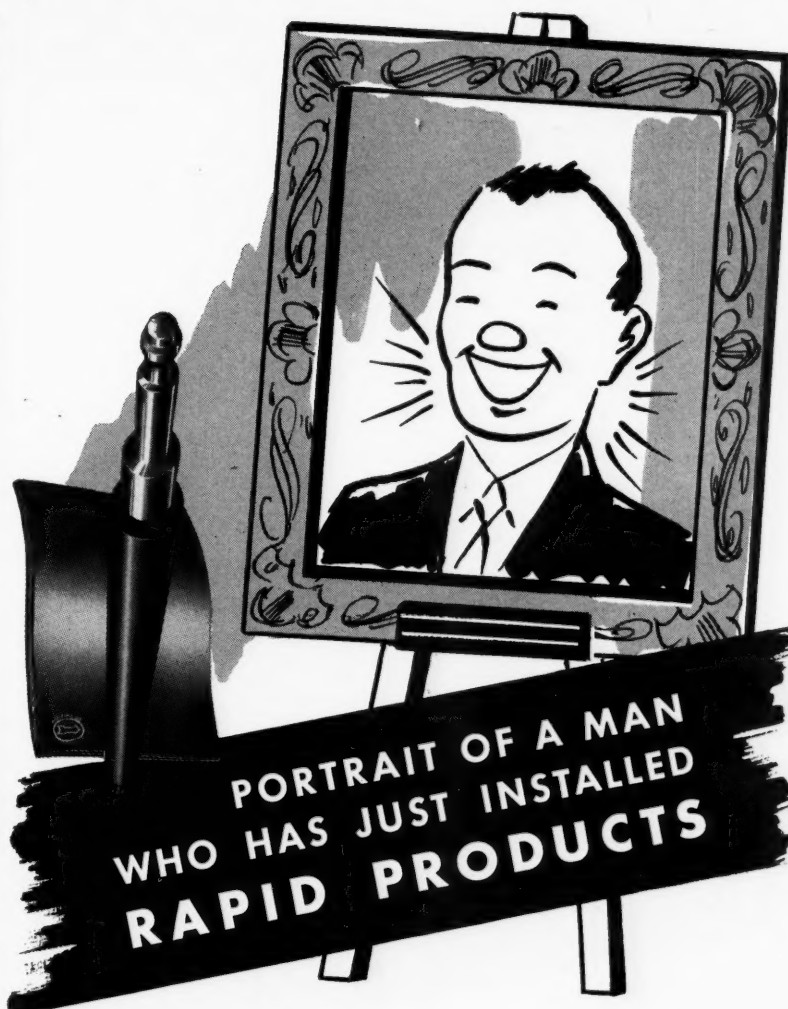
MONOTYPE CASTER OPERATOR

Top wages—permanent. Large mid-west plant—tariffs, time cards and tabular work. Address Box N-644. THE INLAND PRINTER, 309 W. Jackson Blvd., Chicago.

• **MAN OR WOMAN** capable writing and feeding. Puget Sound, Wash. weekly. Must be congenial, capable, conscientious. Editorial experience essential, back shop exp. desired. \$45 weekly. Write Oak Harbor newspaper, Wash. Include picture, full details, availability.

• **Estimator** for commercial printing plant, over 38. State education, experience, references. Box N-654, Inland Printer.

(Continued on page 84)



Happy man! No wonder his face is a sunburst of smiles ... He has just discovered how to conserve on precious manpower, step up the quality of his presswork, and whittle down makeready and wash-up time. All this he has accomplished just by installing Rapid rollers and blankets. Happy? Sure—He's a Rapid Roller fan!

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RAPID ROLLER CO.

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D. M. Rapport
President



★ *Industry ticks off the minutes and the hours
day after day after day after day . . .* ★

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It may be only "the end of the beginning" as Churchill said, or perhaps "the beginning of the end." For us it is a shining opportunity to do our bit through manpower, materials and merchandise, to speed Victory.

CHILLICOTHE

A BUY-WORD
FOR HIGH-GRADE

PAPERS



THE CHILLICOTHE PAPER CO.
Chillicothe Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

OHIO KNIVES

OK BLACK ARROW TRIMMER KNIVES

A special heat treatment of the steel assures you of extra long life between grinds and a tough edge for all kinds of cutting.

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Classified Buyer's Guide (continued)

HELP WANTED (continued)

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who are thinking of tomorrow

● Large national New York State manufacturer in rapidly expanding industry is increasing engineering staff.

Several excellent permanent positions are open to experienced design engineers of proven capabilities. There are no temporary war-born positions. If you are interested in a connection that offers good immediate salary, excellent working conditions and dependable opportunity for postwar advancement, outline your qualifications and experience in a letter addressed to Box N-662, The Inland Printer.

● **WANTED:** Competent Superintendent for job plant doing full bound County Records, machine ruling, and high-class commercial printing. Need man with experience in estimating. Write giving full particulars, salary wanted, to Tom L. Ketchings Company, Natchez, Mississippi.

● **WANTED** — Experienced machinist for composing room in large newspaper. Must be Union man. Good habits; good references. Write or wire Paul Moore, Journal-Tribune Publishing Company, Sioux City, Iowa.

● **WANTED:** Mechanical Superintendent for job shop doing high class commercial printing and bookbinding. Write giving full particulars to Tom L. Ketchings Company, Natchez, Mississippi.

● **WANTED:** One Operator Printer familiar with job work; Bookbinder familiar with binding full bound county records; Stock Cutter; Write giving full particulars to Tom L. Ketchings Co., Natchez, Miss.

● Capable Bindery Working Foreman. Long established Southern Commercial, Job, Book and County Record Book printing plant. Give full particulars including references and salary expected in first letter. Open shop. Write Box N-660, The Inland Printer.

● **WANTED—THOROUGHLY EXPERIENCED** Horizontal pressman (Miehle). Halftone and color work. Excellent working conditions. Medium size plant. Permanent position. Give experience and age. Howe Prtg. Co., 3430 Third Ave., Detroit, Michigan.

● **WANTED**—Steady printer for commercial work, lino, floor work, \$1.19 1/2 per hour, 40-hr. week. Union shop. Wallace Printing Co., Wallace, Idaho.

● **LINE TYPE OPERATOR**—(Intertype) —Steady job; \$53 for 39 hr. week; 1 wk. vacation. Weinlein Typesetting Co., 412 S. 6th St., Columbus, Ohio.

● **WANTED**—Small Cylinder Pressman. Steady position for right man in plant doing better than average printing. College town. Not a draftee's job. Journal Printing Company, Kirksville, Mo.

(Continued on next page)

MECHANICAL OVERLAY PROCESS

Leading Printers and Publications
Now Use **COLLINS**

CHALK RELIEF OVERLAYS
FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improves quality. Apply on company letterhead for free instruction books and prices.

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Let Our Shop Handle The Over-Flow. We offer the complete facilities of a modern photo-offset plant (from art department to bindery) able to produce any piece from a black and white circular to a four-color process billboard—from a letterhead to a 1,000 page catalog. Planograph-Offset will give you the profit without the worry . . . 15 to 50% can be added to our quoted price without being out of line on your estimate. We furnish a flat scale from which to quote on ordinary combination form planograph runs; we make special quotations on more complicated jobs according to specifications. We handle complete from art work, type-setting, etc., to bindery—or camera, plate, and presswork only—shipping flat to your plant for finishing. **We Protect Your Accounts**—Every printer on our books will testify to the fair treatment we extend them.

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TELEPHONE ARMITAGE 1870

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THE DOUTHITT CORPORATION, 650 W. Baltimore Ave., Detroit, Mich. Complete plate making equipment for lithography and photo-engraving. Cameras, Whirlers, Printing Frames, etc.

(Continued on page 86)



HELP YOUR *Rouse* TOOLS OUTLAST THE WAR . . .

Your Rouse equipment has been made to the precision accuracy necessary to fine and efficient printing production. Much of it has been in use for many years—and it is good for many more.

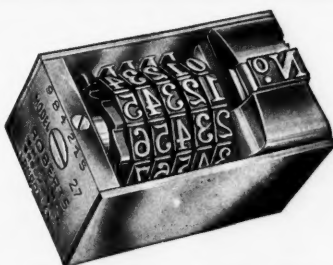
It is important now that you conserve this equipment—check it and, where there are wearing parts, replace them when necessary.

If you have any question on operation, upkeep, or part replacement write fully. Every effort will be made to help you.

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Make 'em Last—Keep 'em Running

Always take proper care of your numbering machines—especially these days, to insure longer life and accurate performance: 1—clean; 2—oil; and 3—adjust. You can do it or we will recondition—all makes—at nominal cost. Let us help "Make 'Em Last."



UNCONDITIONALLY GUARANTEED

Investigate our Reconditioning Service . . . and liberal trade-in allowance . . . extra discounts in quantities.

ROBERTS NUMBERING MACHINE CO., 694-710 Jamaica Ave., Brooklyn, N. Y.

WHEN YOU MUST . . .

Replace With ROBERTS

Model 27—5-Wheel **\$7²⁰** each net
\$12 Less 40% . . .

Model 28—6-Wheel **\$8⁴⁰** each net
\$14 Less 40% . . .

Roman or Gothic style figures.
Forward or backward action.
Efficient direct drive in all.

The Inland Printer

NOVEMBER, 1943 • VOLUME 112 • NUMBER 2

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Classified Buyers' Guide (continued)

PRICING GUIDE

PRINTING PRICE GUIDE—simplified, fast and accurate. Not intended to take the place of Franklin or Printed Products but will price, Quick, 90% of jobs for average, medium, large or small printer. Leased for \$7.50 per year. Order one on ten-day approval or money back. Lawrence Printing Co., Inc., Greenwood, Miss.

ROTARY PRINTING PRESSES

DUPLEX PRINTING PRESS CO., rotary and flat-bed web presses; stereo, and mat machinery. Battle Creek, Mich.

RUBBER PLATE MATERIALS & TOOLS

LOOK FOR THE T.I.P.I. TRADE MARK

T.I.P.I.

REG. U. S. PAT. OFF. 314445

RUBBER PRINTING PLATES AND CUTTING TOOLS

SOLD BY LEADING PRINTERS SUPPLY DEALERS
USED BY LEADING RUBBER ENGRAVERS
T.I.P.I. CO. 1000 BROADWAY KANSAS CITY, MO.

SITUATIONS WANTED

• SUPERINTENDENT or Composing Room Foreman. Also experienced on customer contact and estimating. Married, past draft. Coordinate all departments for steady flow of production. Box N-658, Inland Printer.

TYPEFOUNDERS

THE BAUER TYPE FOUNDRY, INC., 235 East 45th Street, New York, N. Y. Producers of fine type faces.

MISSOURI-CENTRAL TYPE FOUNDRY, the big type foundry of the West. Free catalog, Wichita, Kansas.

WIRE

SPECIFY PRENTISS STITCHING WIRE —Backed by eighty years of wire drawing experience. Supplied on spools or in coils. SOLD BY LEADING DEALERS EVERYWHERE.



To PREPRINT means to check and to correct plate and form faults and errors when it can be done most economically and efficiently.

It will cut down your makeready time, increase the impression output of your presses, and add to your profits. Write for circular.

VANDERCOOK

PROOF PRESSES • BLOCK LEVELLERS • HACKER GAUGES

VANDERCOOK & SONS
900 N. Kilpatrick Avenue, Chicago 51, Ill.

BUY AS A UNIT ★ Convenient-Compact-Clean ★ SELL AS A UNIT

CASLON BOND

Accurate mill-cut 8½x11 • white, 500 plus* sheets to box, 10 boxes to Pak

CASLON BOND PAK
holds 10 boxes • 5000 plus* sheets • a complete storage or delivery unit with space for label

for letterheads and forms

CASLON UTILITY BOX
contains 500 plus sheets • 8½x11 • white • 10 boxes in Pak • has label for your name • U. S. Patent 2319018

*extras for make-ready

FITS THE DESK DRAWER

Watermarked

The Monising Paper Co. • 135 S. La Salle St. • Chicago 3, Ill.

BUY AS A UNIT ★ Convenient-Compact-Clean ★ SELL AS A UNIT

PAPER IS A WAR MATERIAL, TOO!



Save waste paper for Uncle Sam
—and guard your presswork
against spoilage with—

CROMWELL SPECIAL PREPARED TYMPAN

SAVING paper means saving profits these days. It is also a direct aid to the war effort. You, as a printer, can do two things that will be of great advantage both to yourself and to your country. *Protect your presswork* against waste and spoilage by using Cromwell Special Prepared Tympan. *Save all your waste paper* and turn it over to your nearest collector.

Cromwell Tympan has always been unconditionally guaranteed—and has always meant savings of both time and money. Now, in the face of paper limitations and pulp shortages, these things are *doubly important*. Cromwell is the one tympan you can *always depend on*—and these facts prove it: Its high tensile strength pre-

vents all danger of stretching or tearing loose from the clamp, or injury from sharp rules or edges. Calipered uniformity is guaranteed within .001 of an inch. Special moisture-proofing gives complete protection against temperature or humidity changes. Neither oil nor ink solvents can penetrate to the overlays. Its hard surface is ideal for the solid packing needed for precision presswork.

Order Cromwell Tympan today and avoid all future mishaps due to tympan failure. Your local distributor can supply it in rolls or sheets cut to fit any high speed press. Remember also that every scrap of waste paper is of value to Uncle Sam. Save it and turn it in regularly!

★
Back the Attack!
BUY WAR BONDS
★

The Cromwell Paper Co.
4801-39 S. WHIPPLE ST.
CHICAGO, ILL.



Brake on Human Impatience

SOME eminent men believe the ballot box slows up a nation's progress. That a wiser plan would be to select apt individuals and educate them for governing, as a profession—just as physicians are trained. Certainly things should move faster that way, avoiding a lot of the disagreements and delays that sometimes make impatient men tear their hair.

Trouble with the idea is that however well equipped professionally a man or woman may be, each is still human. Even the wisest has his share

of human frailties: the ego of preferring his own ideas and opinions...the human desire for agreement and approbation. And even wise individuals cannot be invariably right; nor calm and judicial in all things.

In our American system of universal suffrage, the pullings to right and to left average out into forward progress. Never perfectly, but with fewer errors than in older forms of government. Already the average man here has progressed to more freedoms and to higher living standards than has

any other people in recorded history.

Government by the people's ballots can be made more nearly perfect. But it can only become so as the people's understanding advances—from full knowledge of happenings everywhere that may affect them, free access to all kinds of information and from open debate of all sorts of questions.

To this end America needs continuing, complete freedom of the press to help all men grow in vision and to insure steady progress toward even more freedoms.

TEXT IN CIRCLES OURS BY

★ INTERTYPE ★

Seventeenth of a series of messages on the Freedom of the Press by Intertype, Brooklyn